

SHOPEESTICATED

(Shopee Business Ethic Through Communication and Education)

Public Relations Showcase 2020



LSPR X SHOPEE

by :

PR 21-4C

Lecturer :

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Communication & Business Institute

The Leading Graduate School of Communication & Business

**LSPR COMMUNICATION & BUSINESS
INSTITUTE 2020**

FOREWORD

The development of technology is growing rapidly along with the times. This technological change has a big impact on several sectors, including the trade sector which is used by business entrepreneurs to create online businesses. In running an online business, entrepreneurs need business ethics for their needs in dealing with customers and as one of the keys to success in running a business. In addition to requiring business ethics, running an online business must also require tips & tricks to keep customers loyal. The biggest challenge in running an online business is to shape the ethics of entrepreneurs in establishing communication with customers because the media used are only in the form of chat or email so that the message delivered can be understood by customers even through chat or email.

Therefore, we are aware to provide education on business ethics to online entrepreneurs through "SHOPEESTICATED" to provide an understanding of how good and right business ethics are. Through this campaign, we will provide material delivered by experts, and in running this campaign we also need to increase awareness about this campaign so that there is a strong engagement in this campaign. However, to achieve success and goals we need input, please evaluate if some programs/activities are less relevant to this campaign, we hope that the campaign we provide is in line with your expectations.



TABLE JOBDESC

No	Name	NIM	Division	Jobdesc
1	Stefanie Tanaki	17110210301	Event Director	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Making concepts for Pre-Event, Main Event and Post Event for fourth-week proposal -Detailing about Pre-Event concepts -Distributing assignments for all divisions and checking all division reports -Making a timeline for whole Pre-Event <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Making concepts for Main Event -Detailing about Main Event concepts -Distributing assignments for all divisions and checking all division reports. <p>POST EVENT</p> <ul style="list-style-type: none"> -Making concepts for Post Event -Detailing about Post Event concepts -Distributing assignments for all divisions and checking all division reports
2	Dwika Anisa P.	17110210661	Vice Event Director	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Making concepts for Pre-Event, Main Event and Post Event for fourth-week proposal -Detailing about Pre-Event concepts -Helping Event Manager to distribute assignments to all division and checking all the division reports <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Making concepts for Main Event -Detailing about Main Event concepts -Helping Event Manager to distribute assignments to all division and checking all the division reports <p>POST EVENT</p> <ul style="list-style-type: none"> -Making concepts for Post Event -Detailing about Post Event concepts -Helping Event Manager to distribute assignments to all division and checking all the division reports

3	Fatihah Khalifathul R.	17110210585	Secretary	<p>PRE EVENT</p> <ul style="list-style-type: none"> - As a proofreading - Arrange the proposal - Making foreword - Making background - Making vision & mission - Making SWOT & STEEPLE <p>MAIN EVENT</p> <ul style="list-style-type: none"> - As a proofreading - Arrange the proposal - Checking the grammar <p>POST EVENT</p> <ul style="list-style-type: none"> - As a proofreading - Arrange the proposal - Checking the grammar - Arrange pre-event, main event, and post-event proposal - Checking report all divisions
4	Laras Noviyanti	17110211252	Secretary	<p>PRE EVENT</p> <ul style="list-style-type: none"> - As a proofreading - Arrange the proposal - Making foreword - Making background - Making vision & mission - Making SWOT & STEEPLE <p>MAIN EVENT</p> <ul style="list-style-type: none"> - As a proofreading - Arrange the proposal - Checking the grammar <p>POST EVENT</p> <ul style="list-style-type: none"> - As a proofreading - Arrange the proposal - Checking the grammar - Arrange pre-event, main event, and post-event proposal - Checking report all divisions

5	Fika Almira	17110210622	Coordinator Treasure/Finance	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Making Pre-Event Budget & table -Adjust data that has been given from several divisions <p>MAIN EVENT</p> <ul style="list-style-type: none"> - Making the Main Event budget Table - Adjust data that has been given from several divisions <p>POST EVENT</p> <ul style="list-style-type: none"> -Making Post Event budget table -Make a total overall budget table -Checking data from other divisions -Adjust data that has been given from several divisions
6	Carissa Fairuz D.	17110211791	Treasure/ Finance 	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Making Pre-Event Budget & table -Adjust data that has been given from several divisions <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Looking for prices for Main Event <p>POST EVENT</p> <ul style="list-style-type: none"> -Making Post Event budget table -Adjust data that have been given from several divisions
7	Izky Sidhunata	17110211303	Event	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Making concepts for Pre-Event, Main Event and Post Event for fourth-week proposal -Making the concept of blogging competition for Pre-Event <p>MAIN EVENT</p> <ul style="list-style-type: none"> - Making concepts for Main Event - Making the concept of business plan competition <p>POST EVENT</p> <ul style="list-style-type: none"> - Have a discussion together with Event Director, Vice Event Director & All Event Division.

8	Nyoman Recynta A.	17110210593	Event	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Making concepts for Pre-Event, Main Event and Post Event for fourth week proposal -Detailing about Pre-Event concepts <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Making concepts for Main Event -Detailing about Main Event concepts <p>POST EVENT</p> <ul style="list-style-type: none"> -Making concepts for Post Event -Detailing about Main Event concepts
9	Octaviani Olivia	18140224028	Event	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Making concepts for Pre-Event, Main Event and Post Event for fourth-week proposal -Making quiz's concept for Pre Event <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Making concepts for Main Event -Making concept of business plan competition <p>POST EVENT</p> <ul style="list-style-type: none"> - Have a discussion together with Event Director, Vice Event Director & All Event Division.

10	Irene Garcia	17110210282	Coordinator Promotion	<p>PRE EVENT</p> <ul style="list-style-type: none"> -List and reasoning 6 influencers -Timeline -Material Promotion for influencers (announce training registration, video competition “get ready with Shopee stuffs”, Shopeesticated quiz program) <p>MAIN EVENT</p> <ul style="list-style-type: none"> - Timeline -Material promotion for influencers (elimination phase and awarding night) - Material promotion for radio - Budgeting <p>POST EVENT</p> <ul style="list-style-type: none"> -Timeline -Material promotion for influencers (announce about new year lunch with Prilly Latuconsina, announce about new year lunch (for Prilly story), announce about SME forum webinar series) -Budgeting
11	Michael Pradipta	17110210721	Promotion	<p>PRE EVENT</p> <ul style="list-style-type: none"> -List and reasoning 5 influencers -Material promotion for influencers (Shopeesticated competition, sharing session) <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Material promotion for influencers (elimination phase and grand final) <p>POST EVENT</p> <ul style="list-style-type: none"> -Material promotion for influencers (announce about SME forum webinar series)

12	Zulfa Maharani	17110210526	Promotion	<p>PRE EVENT</p> <ul style="list-style-type: none"> - List and reasoning 5 influencers - Budgeting <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Material promotion for influencers (announce about training for Shopee's SME, announce about the day of training and business plan competition) <p>POST EVENT</p> <ul style="list-style-type: none"> -Material promotion for influencers (announce about SEED CSR)
13	Desy Fitrianingsih	17110210520	Coordinator Media Partner	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Listed Detail Media Partner (TV & Radio) - Write Press Release <p>MAIN EVENT</p> <ul style="list-style-type: none"> - Listing media -Making rundown for a media partner <p>POST EVENT</p> <ul style="list-style-type: none"> -Listing Media for Lunch with Prilly Latuconsina
14	Deaneira Woody H.	17110211183	Media Partner	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Listed Detail Media Partner (Printed Media) - Write Cover Letter <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Plotting media seat for -Press conference & awarding night <p>POST EVENT</p> <ul style="list-style-type: none"> -Listing Media for "SEED" CSR
15	Fitri Josye A.	17110210225	Media Partner	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Listed Detail Media Partner (Online Media News & Community Media) <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Making press release <p>POST EVENT</p> <ul style="list-style-type: none"> -Listing Media for SME Forum Webinar Series

16	Rizka Fakhira	17110211525	Coordinator Social Media	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Arrange Timeline content feed for posting on social media - Determine what social media will be used to support the Shopeesticated campaign - Determine the posting time on Instagram - Make a caption for each post created <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Arrange the content feed for Instagram content (making the range Instagram feeds) -Choosing the date of posting by seeing the layout of Instagram feeds -Choosing the best time for posting the content (day and time every weekend) -Making the caption for the Instagram content <p>POST EVENT</p> <ul style="list-style-type: none"> -Arrange the content feed for Instagram content (making the range Instagram feeds) -Choosing the date of posting by seeing the layout of Instagram feeds -Choosing the best time for posting the content (day and time every weekend) -Making the caption for the Instagram content
17	Davinia P.	17110210592	Social Media	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Arrange Timeline content feed for posting on social media - Determine what social media will be used to support the Shopeesticated campaign - Determine the posting time on Instagram - Make a caption for each post created <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Arrange the content feed for Instagram content (making the range Instagram feeds) -Choosing the date of posting by seeing the layout of Instagram feeds

				<p>-Choosing the best time for posting the content (day and time every weekend)</p> <p>-Making the caption for the Instagram content</p> <p>POST EVENT</p> <p>-Arrange the content feed for Instagram content (making the range Instagram feeds)</p> <p>-Choosing the date of posting by seeing the layout of Instagram feeds</p> <p>-Choosing the best time for posting the content (day and time every weekend)</p> <p>-Making the caption for the Instagram content</p>
18	Shanly	17110210538	Social Media	<p>PRE EVENT</p> <p>-Arrange Timeline content feed for posting on social media</p> <p>- Determine what social media will be used to support the Shopeesticated campaign</p> <p>- Determine the posting time on Instagram</p> <p>-Make a caption for each post created</p> <p>MAIN EVENT</p> <p>-Arrange the content feed for Instagram content (making the range Instagram feeds)</p> <p>-Choosing the date of posting by seeing the layout of Instagram feeds</p> <p>-Choosing the best time for posting the content (day and time every weekend)</p> <p>-Making the caption for the Instagram content</p> <p>POST EVENT</p> <p>-Arrange the content feed for Instagram content (making the range Instagram feeds)</p> <p>-Choosing the date of posting by seeing the layout of Instagram feeds</p> <p>-Choosing the best time for posting the content (day and time every weekend)</p> <p>-Making the caption for the Instagram content</p>

19	Nanda Aisyah N.A.	17110210269	Coordinator Design	<p>PRE-EVENT</p> <ul style="list-style-type: none"> -Design coordinator and contribute to the core committee. - Convey information from the core team to design members PR 21 - 4C - Distribute tasks to members equally - Create a schedule for members' zoom meetings - Look for suitable design references - Making designs for pre events 1. Event logo option 2. Create a power point template 3. Make a recap design through word for report 4. Make Instagram post CONCEPT II design announcements (5 pieces) 5. Creating a CONDEP II backdrop design (1 piece) 6. Make 3 examples of Instagram CONCEPT II posts (3 pieces) 7. Creating an Instagram story design concept II (4 pieces) 8. Make a TWIBBON CONCEPT II design (1 piece) 9. Make design 3 Instagram CONCEPT III posts 10. Creating an Instagram story CONCEPT III template (2 pieces) 11. Make a twibbon design CONCEPT III 12. Make the design winner Announcement CONCEPT II (7 pieces) <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Design option 1 Press Conference Backdrop - Design option 1 poster training - Design option 1 twibbon - Design option 1 handout - Design option 1 Power point (5 slides) - Design option 1 certificate - Design option 1 filter Instagram - Design option 1 IG Story for promote sponsor - Design option 1 Backdrop training - Design option 1 and 2 Tent card awarding - Design option 1 and 2 welcome poster awarding
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				<ul style="list-style-type: none"> - Design option 1 and 2 banner awarding - Design option 1 and 2 poster awarding - Design option 1 and 2 table mat awarding - Design option 1 and 2 invitation VIP awarding - Design placard - Design option 1 stage - Design option 1 photobooth - Design post Instagram 4 items <p>POST EVENT</p> <ul style="list-style-type: none"> -Design Concept 2 poster lunch with Prilly -Design concept 2 poster CSR program -Design concept 2 SME forum webinar series -Design concept 2 LOGO CSR -Design LCD banner concept 2 New Year lunch with Prilly -Design LCD banner concept 2 CSR program -Design X banner concept 2 new year lunch with Prilly -Design concept 2 x banner seed CSR program -Design e – certificate concept 2 -Design twibbon concept 2 -Design flyer concept 2 (front and back cover) -Design cue card concept 2
20	Amira Sherihan	17110211631	Design	<p>PRE-EVENT</p> <ul style="list-style-type: none"> -Look for suitable design references - Working on the design for the pre event <ol style="list-style-type: none"> 1. Create an event logo option 2. Make Instagram post design announcements CONCEPT I (5 pieces) 3. Making the CONCEPT backdrop I design (1 piece) 4. Make 3 examples of Instagram CONCEPT I posts (3 pieces) 5. Creating an Instagram story design template CONCEPT I (4 pieces) 6. Make the TWIBBON CONCEPT I design (1 piece) 7. Make the design announcement Instagram CONCEPT III (5 pieces)

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|--|--|--|--|--|
| | | | | <p>8. Making a CONCEPT III conference press backdrop design (1 piece)
 9. Make a design winner announcement CONCEPT 1 (7 pieces)</p> |
|--|--|--|--|--|

MAIN EVENT

- Design option 2 Press Conference Backdrop
- Design option 2 poster training
- Design option 2 and 3 twibbon
- Design option 2 handout
- Design option 2 Power point (5 slides)
- Design option 2 certificate
- Design option 2 filter Instagram
- Design option 2 IG Story for promote sponsor
- Design option 2 Backdrop training
- Design option 3 Tent card awarding
- Design option 3 welcome poster awarding
- Design option 3 banner a warding
- Design option 3 poster awarding
- Design option 3 table mat awarding
- Design option 3 invitation VIP awarding
- Design option 2 stage
- Design option 2 photobooth
- Design option 1 Shopeesticated for stage
- Design post Instagram 4 items

POST EVENT

- Design Concept 1 poster lunch with Prilly
- Design concept 1 poster CSR program
- Design concept 1 SME forum webinar series
- Design concept 1 LOGO CSR
- Design LCD banner concept 1 New Year lunch with Prilly
- Design LCD banner concept 1 CSR program
- Design X banner concept 1 new year lunch with Prilly
- Design concept 1 x banner seed CSR program
- Design e-certificate concept 1
- Design twibbon concept 1

				<ul style="list-style-type: none"> -Design flyer concept 1 (front and back cover) -Design cue card concept 1 -Design concept 1 Agenda Event
21	Dinda Alyzha K.	17110210832	Design	<p>PRE-EVENT</p> <ul style="list-style-type: none"> -Look for suitable design references - Working on the design for the pre event 1. Create an event logo option 2. Make merchandise design (note book, tote bag, pen, sticker, watermark, committee shirt, power bank, key chain, map and q-card) CONCEPT I 3. Create merchandise designs (note books, tote bag, pens, stickers, watermarks, committee shirts, power-bank, key chains, maps and q-cards) CONCEPT II 4. Create merchandise designs (note books, tote bags, pens, stickers, watermarks, committee shirts, power-bank, key chains, maps, and q-cards) CONCEPT III 5. Make a CONCEPT I certificate (1 piece) 6. Make a CONCEPT II certificate (1 piece) 7. Make a CONCEPT III certificate (1 piece) 8. Make a committee ID card design / participant CONCEPT I, 11,111 (3 pieces) 9. Make a design announcement announcements CONCEPT III (7 pieces) <p>MAIN EVENT</p> <ul style="list-style-type: none"> -Design option 3 Press Conference Backdrop - Design option 3 poster training - Design option 3 twibbon - Design option 3 handout - Design option 3 Power point (5 slides) - Design option 3 certificate - Design option 3 filter Instagram - Design option 3 IG Story for promote sponsor - Design option 3 Backdrop training - Design poster lift - Design option 3 stage - Design option 3 photobooth

				<ul style="list-style-type: none"> - Design option 2 Shopeesticated for stage - Design tote bag (concept 1, 2 and 3) - Design notebook (concept 1, 2 and 3) - Design pen (concept 1, 2 and 3) - Design power bank - Design key chain (concept 1, 2 and 3) - Design sticker (concept 1, 2 and 3) - Design folder (concept 1, 2 and 3) - Design post Instagram 4 items <p>POST EVENT</p> <ul style="list-style-type: none"> -Design Concept 3 poster lunch with Prilly -Design concept 3 poster CSR program -Design concept 3 SME forum webinar series -Design concept 3 LOGO CSR -Design LCD banner concept 3 New Year lunch with Prilly -Design LCD banner concept 3 CSR program -Design X banner concept 3 new year lunch with Prilly -Design concept 3 x banner seed CSR program -Design e-certificate concept 3 -Design twibbon concept 3 -Design flyer concept 3 (front and back cover) -Design cue card concept 3 -Design Hand out
22	Niken Larasati	17110210755	Coordinator Publication	<p>PRE EVENT</p> <ul style="list-style-type: none"> - Instagram content “this or that” - Instagram content “BINGO” - 3 concept for Instagram post - Backdrop concept for press conference - Make a feature article about pre event - Certificate concept for the winner video competition, Shopeesticated quiz - Instagram content for announce sharing session on Shopee live & Instagram live - Concept Instagram story for the winner

				<p>MAIN EVENT</p> <ul style="list-style-type: none"> - Poster training - Twibbon feeds Instagram - Concept caption for Instagram feeds - Backdrop press conference - Instagram story template - Concept caption Instagram - Handout concept - Wording for radio - Feature article <p>POST EVENT</p> <ul style="list-style-type: none"> -Instagram poster webinar series Instagram concept twibon -Instagram caption concept -Concept handout -Certificate for webinar -Feature article
23	Ninda Ayu N.	17110210814	Publication	<p>PRE EVENT</p> <ul style="list-style-type: none"> - Instagram content “this or that” - Instagram content “BINGO” - Make a feature article about pre event - Instagram content for announce Shopeesticated quiz - Instagram content for announce video competition - Make a question for Shopeesticated quiz <p>MAIN EVENT</p> <ul style="list-style-type: none"> - Instagram concept media partner - Instagram concept sponsorship - Instagram concept 10 grand finalists - Instagram concept - Poster awarding night - Concept caption Instagram - Feature article - Placard for 10 winners <p>POST EVENT</p> <ul style="list-style-type: none"> -Instagram poster CSR -Instagram caption concept -Concept banner lunch & CSR -Concept design ppt -Feature article
24	Sarah Priscilla	17110211422	Publication	<p>PRE EVENT</p> <ul style="list-style-type: none"> - Instagram content “this or that” - Instagram content “BINGO” - Instagram content for announce video competition

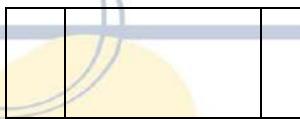
				<ul style="list-style-type: none"> - Instagram content for announce Shopeesticated quiz - Make a feature article about pre event - Make a question for Shopeesticated quiz <p>MAIN EVENT</p> <ul style="list-style-type: none"> - Backdrop training - Instagram concept best of the best and 3 winners - Concept caption Instagram - Feature article - Certificate for training - Placard for best of the best winner <p>POST EVENT</p> <ul style="list-style-type: none"> -Instagram poster lunch with Prilly -Instagram caption concept -Flyer for CSR -Concept que card -Feature article
25	Tania Audrey	17110210844	Coordinator Sponsorship	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Make a sponsorship proposal and list of companies addressed <p>MAIN EVENT</p> <ul style="list-style-type: none"> - Make a sponsorship proposal - List the company to go to - Make an MOU - Make a plotting place and schedule for the sponsor booth <p>POST EVENT</p> <ul style="list-style-type: none"> - Make a sponsorship proposal - List the company to go to - Make an MOU - Make a plotting place and schedule for the sponsor booth
26	Erika Lavinia	17110210261	Sponsorship	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Make a sponsorship proposal and list of companies addressed <p>MAIN EVENT</p> <ul style="list-style-type: none"> - Make a sponsorship proposal - List the company to go to - Make an MOU - Make a plotting place and schedule for the sponsor booth

				POST EVENT - Make a sponsorship proposal - List the company to go to - Make an MOU - Make a plotting place and schedule for the sponsor booth
27	Nadita Nur R.	17110211407	Sponsorship	PRE EVENT - Make a sponsorship proposal and list of companies addressed MAIN EVENT - Make a sponsorship proposal - List the company to go to - Make an MOU - Make a plotting place and schedule for the sponsor booth POST EVENT - Make a sponsorship proposal - List the company to go to - Make an MOU - Make a plotting place and schedule for the sponsor booth
28	Sonia Marimbuna	17110210095	Coordinator Documentation	PRE EVENT - Look for photos related to pre-event - Create video & photo story boards - Working on time & accordance with instruction MAIN EVENT - Writing story board for press conference, training, and awarding night - Searching photos illustration of training, awarding night and press conference - Writing the technique photos of awarding night, press conference, and training - Writing the story board of the video POST EVENT - Searching video of CSR and webinar - searching photo of webinar, CSR, and lunch - writing photos story board of CSR, webinar, lunch - writing videos story board of CSR, lunch, webinar

				-writting the technique of photos & video of lunch, webinar, and CSR
29	Daffa M. Ardian	17110210324	Documentation	<p>PRE EVENT</p> <ul style="list-style-type: none"> - Look for pre-event related videos - Looking for photo & video techniques - Working on time & accordance with instruction <p>MAIN EVENT</p> <ul style="list-style-type: none"> - Writing story board for awarding night - Searching illustration video - Writing the technique videos <p>POST EVENT</p> <ul style="list-style-type: none"> -Searching video of lunch & CSR -searching photo of webinar
30	Aulia Dara P.	17110211777	Coordinator Logistic & Equipment	<p>PRE EVENT</p> <ul style="list-style-type: none"> - Look for prices for media kit kits, video competition winners, blog competitions and quiz programs - Arrange table budget equipment <p>MAIN EVENT</p> <ul style="list-style-type: none"> - Arrange table budget, looking price for printed materials - Look up for price decoration stage, training and press conference equipment - Determine what items are needed for equipment press conferences <p>POST EVENT</p> <ul style="list-style-type: none"> -Arrange what is needed for the Post Event -Arranging logistic and equipment needs table and sorted from the first day to the third day of the event -Looking for prices of items needed at the Post Event and lighting & sound system vendors
31	Anggie Anggraini C.	17110210125	Logistic & Equipment	<p>PRE EVENT</p> <ul style="list-style-type: none"> - Arrange table budget pre-event - Looking for reference prices needed to print shirts, notebooks, tote bag etc.

				<p>MAIN EVENT</p> <ul style="list-style-type: none"> - Make a rundown for loading equipment and logistic for awarding night - Arrange the table and decide when the goods can be arranged <p>POST EVENT</p> <ul style="list-style-type: none"> -Make a rundown for loading equipment and logistic for Post Event Shopeesticated -determine what time the crew will prepare the equipment's must be ready before the event start -Arrange the table and decide when the goods can be arranged
32	Fericso Nealjapasia	17110210915	Multimedia	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Look up the vendor event price list - Finding vendor options <p>MAIN EVENT</p> <ul style="list-style-type: none"> - Make a rundown for multimedia and press conference - Make a rundown for multimedia training - Arrange microphone plotting for press conference <p>POST EVENT</p> <ul style="list-style-type: none"> -Make a GR rundown for Post Event Shopeesticated -Set up the multimedia equipment's -Checking microphone, headphone, screen projector and camera
33	Maharani Aliefyaa	17110210839	Coordinator F&B	<p>PRE EVENT</p> <ul style="list-style-type: none"> -Data on the number of grader participant in PR showcase and listed allergies - Listed and reasoning catering and menu for pre event - Listed and reasoning catering and menu for main event -Budgeting <p>MAIN EVENT</p> <ul style="list-style-type: none"> - List and reasoning catering and menu for main event (press conference). - List and reasoning catering and menu for main event training day 1-3.

				<ul style="list-style-type: none"> - List and reasoning catering and menu for main event awarding night. -Budgeting press conference and training day 1-3 <p>POST EVENT</p> <ul style="list-style-type: none"> -List and reasoning catering and menu for post – event lunch with Prilly Latuconsina -List and reasoning catering and menu for post – event “SEED CSR” day 1 and day 2 -List and reasoning catering and menu for post – event SME forum webinar series -Budgeting lunch with Prilly Latuconsina, “SEED” CSR day 1 and day 2, SME forum webinar series -Attachment evidence of menu selection in main - event
34	Ghina Rani B.	17110210624	F&B	<p>PRE EVENT</p> <ul style="list-style-type: none"> - Listed and reasoning catering and menu for pre event - Listed and reasoning catering and menu for main event <p>MAIN EVENT</p> <ul style="list-style-type: none"> - List catering and menu for main event training day 3 - List and catering and menu for main event awarding night <p>POST EVENT</p> <ul style="list-style-type: none"> -Participate in discussions -Attachment evidence of menu selection in post - event
35	Tresiany Margareth	17110210260	F&B	<p>PRE EVENT</p> <ul style="list-style-type: none"> - Listed and reasoning catering and menu for pre event - Listed and reasoning catering and menu for main event <p>MAIN EVENT</p> <ul style="list-style-type: none"> - List and reasoning catering and menu for main event (press conference) - Budgeting press conference day 1 <p>POST EVENT</p> <ul style="list-style-type: none"> -Participate in discussions



-Attachment evidence of menu selection in pre - event

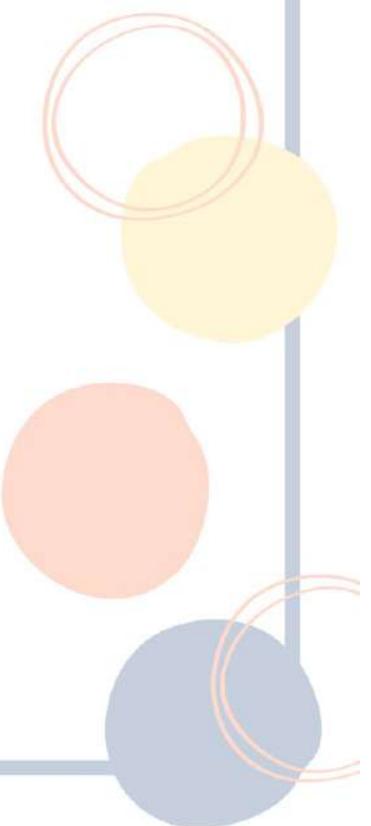


TABLE SCORE

No.	Name	NIM	Division	Table Score	
				UTS	UAS
1	Stefanie Tanaki	17110210301	Event Director	89	
2	Dwika Anisa P.	17110210661	Vice Event Director	88	
3	Fatiha Khalifathul R.	17110210585	Secretary	88	
4	Laras Noviyanti	17110211252	Secretary	88	
5	Fika Almira	17110210622	Coordinator Treasure/Finance	87.5	
6	Carissa Fairuz D.	17110211791	Treasure/ Finance	87	
7	Izky Sidhunata	17110211303	Event	88	
8	Nyoman Recynta A.	17110210593	Event	88	
9	Octaviani Olivia	18140224028	Event	88	
10	Irene Garcia	17110210282	Coordinator Promotion	88.5	
11	Michael Pradipta	17110210721	Promotion	88	
12	Zulfa Maharani	17110210526	Promotion	88	
13	Desy Fitrianingsih	17110210520	Coordinator Media Partner	88	
14	Deaneira Woody H.	17110211183	Media Partner	87.5	
15	Fitri Josye A.	17110210225	Media Partner	87.5	
16	Rizka Fakhira	17110211525	Coordinator Social Media	88	
17	Davinia P.	17110210592	Social Media	87.5	
18	Shanly	17110210538	Social Media	87.5	
19	Nanda Aisyah N.A.	17110210269	Coordinator Design	89	
20	Amira Sherihan	17110211631	Design	88	
21	Dinda Alyzha K.	17110210832	Design	88	
22	Niken Larasati	17110210755	Coordinator Publication	88.5	
23	Ninda Ayu N.	17110210814	Publication	88	
24	Sarah Priscilla	17110211422	Publication	88	
25	Tania Audrey	17110210844	Coordinator Sponsorship	87	
26	Erika Lavinia	17110210261	Sponsorship	86	
27	Nadita Nur R.	17110211407	Sponsorship	86	
28	Sonia Marimbuna	17110210095	Coordinator Documentation	86	
29	Daffa M. Ardian	17110210324	Documentation	87	
30	Aulia Dara P.	17110211777	Coordinator Logistic & Equipment	87	
31	Anggie Anggraini C.	17110210125	Logistic & Equipment	86	
32	Fericsco Nealjapasia	17110210915	Multimedia	88	
33	Maharani Aliefya	17110210839	Coordinator F&B	87	
34	Ghina Rani B.	17110210624	F&B	86	
35	Tresiany Margareth	17110210260	F&B	86	

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CHAPTER I

OBJECTIVE, KEY MESSAGE, TAGLINE

1.1 OBJECTIVE

To provide knowledge about Communication Business Ethic and Service Excellent to Small Medium Enterprise in the globalization era.

1.2 KEY MESSAGE

To Improve the Shopee Sellers business by educating business ethics online communication.

Rationalization:

Aim to educate the SME Sellers of Shopee to improve their business through a series of coaching in business ethic and communications.

1.3 TAGLINE

“Run the Business, Hit the Profit”

Rationalization:

The main purpose of every business is to gain profit. We want to educate our participants to be more effective in running their business and able to reach the maximum profit. Putting the perception where participants could hit the profit they intended while running their business effectively through excellence communication.

 **Shopeesticated**
Run The Business, Hit The Profit

CHAPTER II

VISION & MISSION, BACKGROUND

2.1 VISION & MISSION

VISION :

Being e-commerce in Indonesia that provides education to SMEs on business ethics which focused on three (3) main categories, that is service quality, public speaking and professional communication.

MISION :

- To encouraging SME Shopee to raise awareness of business ethics
- To provide a place for SME Shopee to improve business ethics
- To optimizing and synergizing SME Shopee in carrying out business ethics

2.2 BACKGROUND

The development of E-commerce in Indonesia creates competition between online shops become tighter. The online shop needs to adjust with changeable market requirements so to compete, the online shop must understand the importance of customer satisfaction. Service and product quality are the most important thing to gain customer satisfaction, including an effective communication process with a customer, is important to reduce uncertainty and maintain a loyal customer. One of the online shopping problems is there is a difference in the specification of the products on the website with the quality of the original product when the customer received. Another online shopping problem is poor delivery service, product arrival takes too long or even damage. The online shop must understand what is business ethics and communication strategy to prevent the common problem of online shopping happen and to maintain customer satisfaction.

LSPR Communication and Business Institute collaboration with Shopee to build SHOPEESTICATED campaign. The purpose of this campaign to help Shopee seller develop their knowledge in online business ethics and communication strategy including excellence service quality. This campaign will be divided into the pre-event, main event, and post-event, each event have own purpose. One of the activities in the pre-event is social media competition. In the main event will be provide training session of business ethics and communication strategy for Shopee seller, and in the post, the event will be announced the winners on the awarding day. This campaign is expected to increase understanding of Shopee seller about business ethics and communication strategy in an online shop and help an online seller to gain customer satisfaction.

CHAPTER III TARGET AUDIENCE

4.1 TARGET PUBLIC OF THE EVENT (GENERAL)

SEGMENTATION

- I. Demographic Segmentation
 - a) Gender: Female and Male
 - b) Age: 25 - 35 years
 - c) Occupation: Entrepreneur / SME
 - d) Income: Rp. 5,000,000 - Rp. 15,000,000
 - e) Education: Senior High School Graduates and University Graduate
- II. Geographic Segmentation
→ JABODETABEK (Jakarta, Bogor, Depok, Tangerang, Bekasi)
- III. Psychographic Segmentation
 - Social Media users
 - Up to date with current activity
 - Someone who works as a trader (in this case someone who sells his merchandise using the internet facility, online shop).
 - Someone who likes and is interested in new things is ethical in doing business and how to serve customers well.

TARGETING

- a) Gender: Female and Male
→ For gender, not limited by gender because all genders can join this program. Based on data published in the Journal of Vocational Education Policy WHITE PAPER Vol. 1 Number 5 of 2019, of the total respondents, 49% of the founders of SMEs were men, while 51% were women.
- b) Age: 25 - 35 years
→ For the age of the total respondents, SME under the age of 35 are 40% and above 35 years are 60%.
- c) Occupation: Entrepreneur / SME
→ Because this program is intended for basic business ethics training and customer service for SME (SME) at Shopee. Also, to attract sellers outside Shopee to be interested in becoming a Shopee seller.
- d) Income: Rp. 5,000,000 – Rp. 15,000,000
- e) Education: Senior High School Graduate and University Graduate

POSITIONING

- Making Shopee an e-commerce marketplace that educates SMEs about business ethics in business.

4.2 TARGET PUBLIC OF THE EVENT (COMPETITION)

SEGMENTATION

- I. Demographic Segmentation
 - a) Gender: Female and Male
 - b) Age: 16-22 years
 - c) Occupation: Students

- II. Geographic Segmentation
→ JABODETABEK (Jakarta, Bogor, Depok, Tangerang, Bekasi)

- III. Psychographic Segmentation
 - Someone who likes to shop online
 - Someone who likes and is interested in fashion

TARGETING

- a) Gender: Female and Male
→ Following Shopee's target where the category of goods owned by Shopee tends to focus on women, but it does not rule out the possibility that men also use the Shopee application. Because in this program want to provide knowledge that Shopee does not only sell goods that tend to focus on women.
- b) Age: 16-22 years
→ For ages, the average age for high school kids is around 16 years and for fresh graduates who have recently had jobs. For this competition, our range is 16-22 years because at that age people are interested in making a competition video.
- c) Occupation: Students
→ Because this competition is intended for the public and wants to reach young targets. Besides, it is also to attract the attention of other communities to be interested in becoming Shopee users and customers.

POSITIONING

- Position Shopee as an e-commerce marketplace that provides a variety of goods with professional sellers.

CHAPTER IV SWOT & STEEPLE

4.1 SWOT

Strength (S):

- 1) The campaign is held in the capital city, Jakarta
- 2) The first online education business ethics campaign conducted by e-commerce
- 3) The first collaboration between SHOPEE and LSPR

Weakness (W):

- 1) The campaign is only conducted in Jakarta so that it can only lead to sellers in JABODETABEK, not for all sellers in Indonesia
- 2) The quota available for SMEs is only 25 per-session
- 3) SHOPEE has a similar campaign before

Opportunities (O):

- 1) Making SMEs in other e-commerce sites want to join Shopee because of this campaign
- 2) Make SMEs who don't have online shopping be interested in becoming SME Shopee
- 3) The level of public confidence in Shoppes increased due to the training of the SME Shopee

Threat (T):

- 1) When this campaign is already running, it is undeniable that there will be another e-commerce that will create a similar campaign
- 2) Some SMEs claim to follow this campaign to gain the trust of customers

4.2 STEEPLE

(S) Social and Cultural :

- 1) The higher population growth in Indonesia, the needs that must be fulfilled which are accompanied by concomitant development of globalization and digital era. This causes a social change that should buy to come to the store and the interaction becomes only buying without efficient interaction. In this era, Indonesia's population needs efficiency to do everything quickly and easily. In doing this it requires ethics in terms of buying and selling to create harmonious communication.
- 2) Indonesian people always want to follow the existing trends, therefore they are always interested in trying new things so they adapt to the development of existing trends so that they always change their habits because they follow the developing trends.

(T) Technology and Product Innovation :

According to data, We Are Social, Indonesia is part of the 4.3 billion total population in the region. More than half of the population, around 56% or 2.42 billions of them already have internet access. With technology, it is easy for people to do everything, one of which is in the business sector. The current situation makes many people give something online, even online businesses in Indonesia occupy the adoption of the world's first rank even though the use of financial services is still very behind that of other countries.

(E) Economic and Market Competition :

Economic developments have brought changes to the trading industry, where buyers prefer to buy something that does not impose taxes. Therefore, many are turning into online shopping, which requires the seller to have communication ethics and business that is like and true so that it has its characteristics and can survive for market competition.

(E) Education, Training and Employment :

Education is very influential for the seller to expand his business when the seller can expand his business there will be job opportunities. Through education can also make workers know the ethics of communication and business so they can make full use of the human resource.

(P) Political :

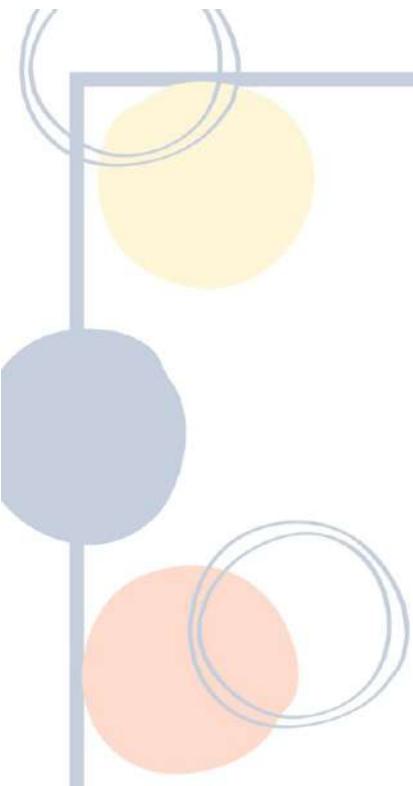
Government policies regarding SMEs can provide a protective environment and maintain public order. On the one hand, the policy will be very useful both in terms of licensing which is socially and economically beneficial.

(L) Legal :

Certain regulations require employers to implement consumer protection rights. Through business, ethics can help SMEs to defend consumer protection rights. The law used to protect consumer protection rights is stated in Law Number 8 of 1999 concerning Consumer Protection. In addition to Consumer Protection rights, online businesses are also bound by Government Regulation Number 82 of 2012 concerning the Implementation of Electronic Transactions and Systems.

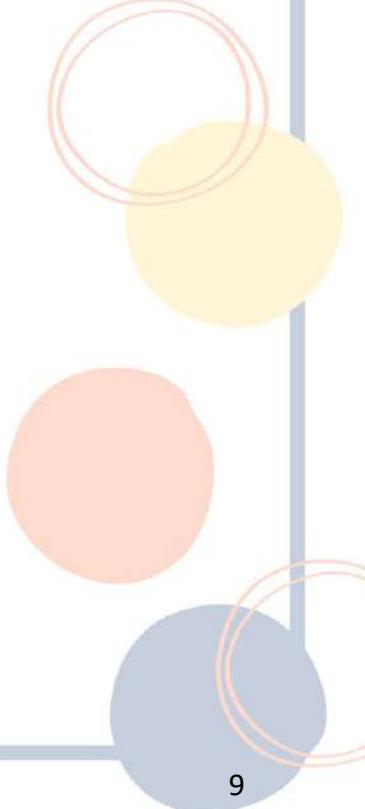
(E) Environment :

The environment will have an impact on business activities, a good environment in terms of health, welfare will have a good impact on entrepreneurs because the environment can support business activities



BAB V & VI
STRATEGY & TACTICAL PRE-EVENT
REPORT

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STRATEGY PRE-EVENT

A. Press Conference

- We will hold a press conference to notify the opening of the SHOPEESTICATED event
- We will invite 65 media which consisting of 15 online media, 14 radio, 16 community media, 7 TV media, and 13 print media to attend our press conference
- This press conference will be held on Tuesday, September 8th 2020. From 1.00 PM until 3.00 PM at Conclave, Jakarta
- Speakers are PR Showcase Sub-Coordinator, Chairperson of the Shopeesticated Committee, Shopee and Moderator Representatives

B. Social Media Campaign

- We used social media as a place to promote and provide information related to the activities to be carried out
- We will use Instagram, YouTube and Facebook for our social media campaign
- This social media will start from September, 4th 2020 until March 2021 (in other words, we this social media campaign will be carried out from the beginning to the end of this series of events)
- Through this social media, SHOPEESTICATED can get closer to the public through the game templates, quiz, competition etc. We will also post a photo of our activities during this series of events.

C. Program Quiz

- This quiz program aims to measure how deep the knowledge of sellers in Indonesia about business ethics in doing business online
- Target audiences for this quiz are small-medium enterprises or online seller
- Will be held online from September, 14th 2020 at Instagram @Shopeesticated for two weeks (will be held two times every week on Monday and Thursday)
- Surely there will be attractive prizes for the winners of this quiz such as ShopeePay balance

D. Blogging Competition

- This competition was held to accommodate ideas and public creativity in writing
- The theme of this blogging competition is business ethics in doing business online
- Target audiences of this competition are people who experienced or understand about business online and love to write
- Will be held from October, 1st 2020 until October, 15th 2020
- There will be attractive prizes such as Samsung Tab A8.0

E. Training Registration

- SHOPEESTICATED will announce registration to take part in this training session for Shopee Seller

F. Sharing Session

- In this sharing session, guess star will be presented as a successful Shopee seller
- The goal in addition to sharing knowledge related to business ethics, also motivates sellers who already sell at Shopee and motivates other sellers to join Shopee
- Will be held online via Instagram (on Wednesday, 4th November 2020) and Shopee Live (on Wednesday, 4th November 2020) at 7 P.M

G. Video Competition

- This competition will challenge the creativity of making video and will be able to attract people to be more interested in shopping or becoming a seller at Shopee
- Target audiences of this competition are a junior high school student
- Will be held from November, 22nd 2020 until December, 6th 2020
- There will be an attractive prize such as cash amount, dinner with Prilly Latuconsina, etc.



TACTICAL PRE-EVENT REPORT DIVISION

I. EVENT DIVISION

a) PRESS-CONFERENCE

Press conferences are held to announce a series of events that will be conducted during the SHOPEESTICATED campaign period, and as a prelude to this Press conference events will be held on Tuesday, September 8th, 2020. We held this press conference on Tuesday as reported by matranews.id, on Monday and Tuesday most media do not have a large stock of news. So, there is a possibility that news related to this press conference will be broadcast without delay. Also, the selection of the month and date is to celebrate Customer Day which is every September 4th. Details of the press conference are as follows:

- Days / Date : Tuesday, September 8th 2020
- Time : 1.00 – 3.00 PM
- Location : Conclave, Jakarta
- Speaker : PR Showcase Sub-Coordinator, Chairperson of the Shopeesticated Committee, Shopee and Moderator Representatives

Details about the location:



Conclave is an event space that has 90's New York Vibes design. The Conclave is located at Jalan Wijaya 1, No. 5C, Senopati. The Conclave distance from LSPR is 5.9 km and the Conclave distance from Shopee's office is 3.1 km. This place has a capacity of 125 people with equipment facilities such as projectors, mic and sound system. The rental price of this location is IDR 1,500,000 per hour.

- Press Conference Rundown

No.	DESCRIPTION	TIME	SPEAKERS	PIC
1	Registration for media and goodie bag's distribution	13.00 – 12.30	-	Dwika A
2	Opening Speech form LSPR	13.30 – 13.45	Sylvia Roenfeld, M.Si.	Dwika A
3	Speech from Shopee representatives related to Shopee collaboration with LSPR	13.45 – 14.00	Shopee representative	Nyoman R
4	Speech from the head of the Shopeesticated committee about a series of pre-event events that will be conducted	14.00 – 14.30	Stefanie Tanaki	Izky S
5	Question and Answer	14.30 – 14.45	-	Nyoman R
6	Closing speech from LSPR and snack box distribution	14.45 – 15.00	-	Angel O

b) SOCIAL MEDIA CAMPAIGN

Social media will be used as a place to promote and provide information related to the activities to be carried out. Social media that will be used in this social media campaign are Shopee Live and Instagram. This social media campaign will be carried out from the beginning to the end of this series of events which will be carried out, starting from 4 September 2020 to March 2021. In this social media campaign an introduction will be posted on Shopee and LSPR, information about the advantages of being a Shopee Seller, testimonials from Shopee Seller, activities and events to be carried out such as competitions and training. Also, there will be interaction from the Shopeesticated parties with the public through the Instagram template that will be created.

c) SHOPEESTICATED QUIZ

This quiz program called Shopeesticated Quiz. This quiz program aims to measure how deep the knowledge of sellers in Indonesia about business ethics in doing business online. This quiz takes the form of questions and case studies. This program will be held via Instagram @Shopeesticated. This program will be held for 2 weeks where every week the quiz will be held 2 times on Monday and Thursday and the quiz will start uploading at 7 pm and will end at 7 pm and the next day (24 Hours). Chosen Monday and Thursday because based on the Oberlo survey (source: kumparan.com) the best days of uploading something at Instagram are on Monday, Wednesday and Thursday at 11 A.M.

until 1 PM (during lunchtime) and 7 PM until 9 PM (after work). There will be an attractive prize for the winners of this quiz such as ShopeePay balance (Rp. 500.000/winner)



So, there are a total of 4 quizzes over 2 weeks. Total winners in this program are 8 people with the details of each quiz will be selected by 2 winners. Details about the quiz:

- Quiz period: September, 14th, 17th, 21nd and 24th 2020
- Deadline: 7 P.M at the next day (24 hours quiz)
- Winner criteria: the most specific and interesting answer
- Winner announcement date: the next day after the quiz uploaded (at 9 P.M)
- Prizes: Each of the winners will get Samsung (mobile) A01 and Shopee Pay amount of Rp. 100,000

d) SHOPEESTICATED BLOGGING COMPETITION

This competition will be held to accommodate public creative ideas of writing. Name of this competition is Shopeesticated Blogging Competition. This competition will be held from October, 1st 2020 until October, 15th 2020. The theme of this competition is business ethics in the online business era. On this competition, participants have to write a feature article about the related theme. (it can be opinion, experience or tips and tricks). Participants must send the article to Shopeesticated's email before the deadline. There will be three winners in this competition.

Details about the competition :

- | | |
|------------------------------|--|
| • Period | : October, 1 st 2020 until October, 15 th 2020 |
| • Deadline | : October, 15 th 2020 |
| • Format of article writing | : Font Arial, Title Size 14, Body text size 12, spacing 1,5, justify |
| • Format file of the article | : Microsoft Word (for Windows users), Page (for macOS users) |
| • Winner criteria | : contain an interesting, easy to read and based on facts content |
| • Winner announcement date | : October, 22 nd 2020 |
| • Prizes | : All the winner will get Samsung Tab A8. |

e) TRAINING REGISTRATION

Shopeesticated party will announce about training registration for Shopee Seller via social media and email. Registration will be done online by Google Form. This Training registration will be held from October, 25th 2020 until November, 8th 2020 (depends on quota available).

f) SHARING SESSION

This sharing session will be held at Shopee Official Account (@Shopee_ID) and Success Shopee Seller's Shopee Live Account. Guest star of sharing session via Instagram is Felicia Angelista, owner of Scarlett Whitening and also success Shopee seller. On this session, the guest star will share about business ethics at an online business era. Besides sharing session, there will be interaction with the viewers with QnA. Next, for sharing session at Shopee Live, we will ask a data about star seller at Shopee that has the highest selling and good review from Shopee. The materials of sharing session are as same as on Instagram. Sharing session via Instagram will be held on Wednesday, 4th November 2020 and via Shopee Live on Wednesday, 4th November 2020 at 7 P.M. We choose Wednesday because based on Oberlo's survey (source: kumparan.com) the best days of uploading something at Instagram are on Monday, Wednesday and Thursday at 11 A.M until 1 P.M (during lunchtime) and 7 P.M until 9 P.M (after work). With the highest engagement on Wednesday.

g) VIDEO COMPETITION

The name of this competition is "Get Ready with Shopee Stuffs". In this competition, participants have to make a video with one-minute duration about participant outfit before they do their activities and after the participant changing their outfit that they bought from Shopee. Participant must upload their video to Instagram and write some hashtags which have been specified, follow and tag @Shopeesticated and @Shopee_ID. Participant also allowed to write the name of Shopee Seller where they buy their things. Our target audiences are those who are junior high school students. There will be ten winners in total. Details about video competition:

- Competition period : November, 22nd 2020 until December, 6th 2020
- Deadline : December, 6th 2020 at 12 o'clock midnight
- Winner criteria : the most interesting and creative video
- Winners announcement date : December, 13rd 2020
- Prizes : Cash amount Rp 500.000, certificate, a goodie bag for each winner, dinner or lunch with Prilly Latuconsina at Nona Judes for all winners and 1st, 2nd, 3rd winner will get an additional prize which is a Jansport bag. Winners will be contacted by Shopeesticated and they will get the prize at January, 2nd 2021 (when they had dinner or lunch with Prilly Latuconsina).

- **TIMELINE**

DETAILS	MONTHS			
	SEPT	OCT	NOV	DEC
PRE-EVENT PRESS CONFERENCE	Red			
SOCIAL MEDIA CAMPAIGN	Red	Orange	Yellow	Green
SHOPEESTICATED QUIZ	Red			
BLOGGING COMPETITION		Orange		
TRAINING REGISTRATION		Orange	Yellow	
SHARING SESSION (LIVE IG)			Yellow	
SHARING SESSION (SHOPEE LIVE)			Yellow	
VIDEO COMPETITION			Yellow	Green



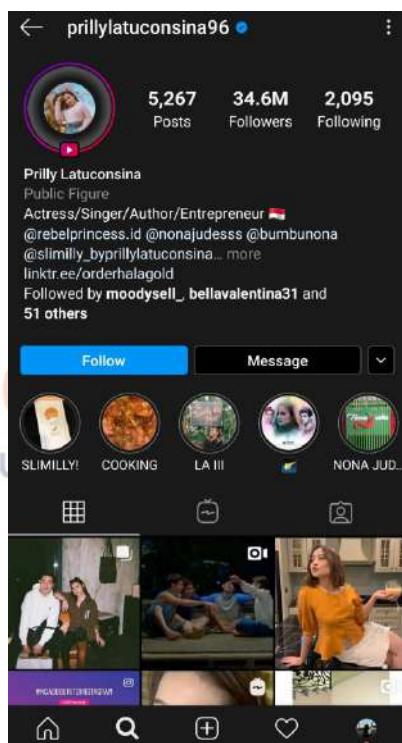
II. PROMOTION DIVISION

a) LIST INFLUENCERS, THE REASONING & SCREENSHOT OF THEIR PROFILE INSTAGRAM

The following 5 influencers were chosen because they provide a wide enough area for Instagram social media and have a minimum of 10k followers.

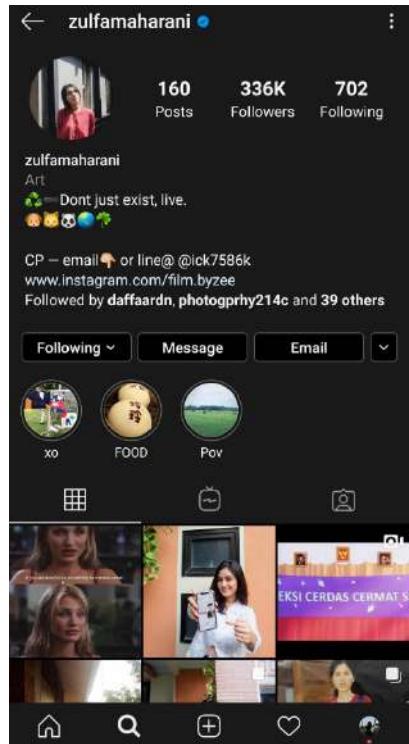
1) Prilly Latuconsina (@prillylatuconsina96)

Reasoning: Prilly Latuconsina is an actress, host and singer. Prilly is also a LSPR student. She has 34.6M followers on her Instagram account. In the Shopeesticated event, Prilly participated in the event as the winner of the social media competition will have dinner at her restaurant. Prilly will also fill one of the series of events on awarding night.



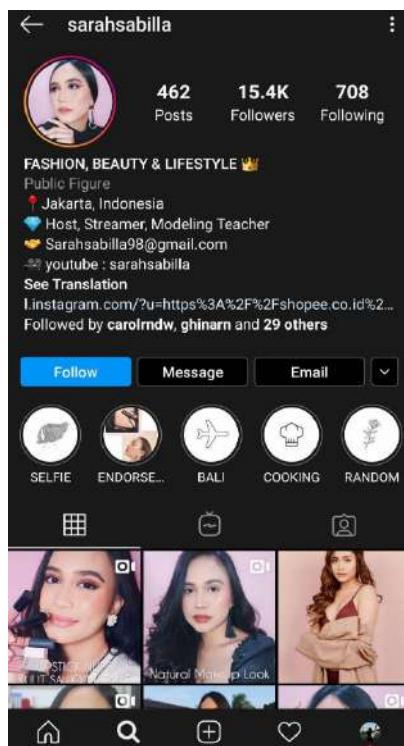
2) Zulfa (@zulfamaharani)

Reasoning: Zulfa Maharani is an actress who has starred in the film “Dilan” and “Bebas”. Since starring in the film Dilan and Bebas, the majority of Zulfa's followers are children of millennials. Zulfa is also a LSPR student. Also, Zulfa has 336k active followers on his Instagram account so he can reach many target audiences.



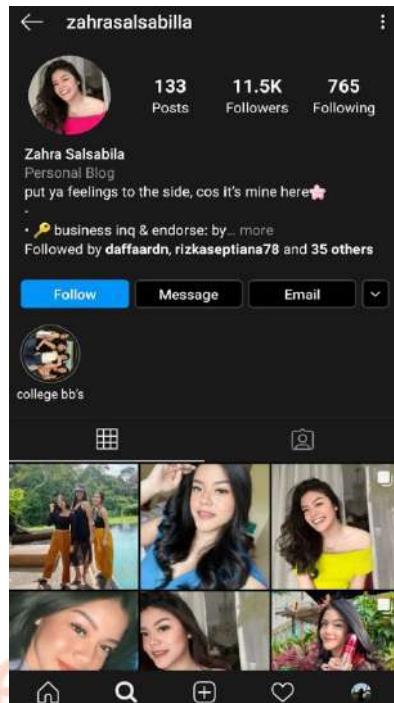
3) Sarah Sabilla (@sarahsabilla)

Reasoning: Sarah Sabilla is a host and streamer of Shopee. Sarah has a talent in modelling and is a modelling teacher. She is a beginner content creator in the field of makeup. Sarah is also a LSPR student. Also, Sarah Sabilla has 15.4k active followers on her Instagram account.



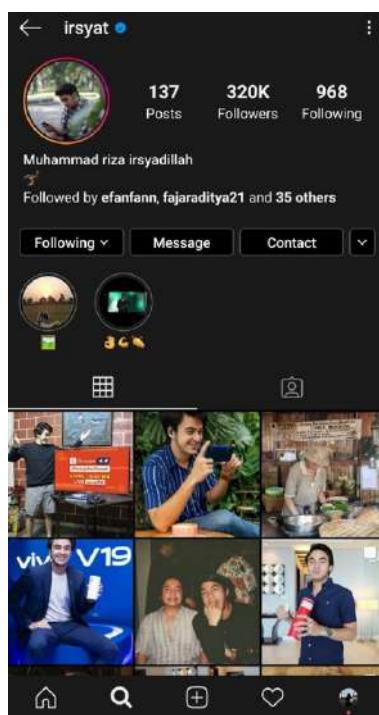
4) Zahra Salsabila (@zahrasalsabilla)

Reasoning: Zahra Salsabila is a LSPR student and she has served as president of LSPR Modelling. In addition to having the ability in the field of modelling, Zahra has also starred in several advertisements, one of them being a surface skin ad. In his Instagram account, Zahra has 11.5k active followers.



5) Irsyad (@irsyat)

Reasoning: Muhammad Riza Irsyadillah is both an actor and a model. Now Irsyad is much loved by all people, young and old alike. Irsyad is also a LSPR student. Also, Irsyad has 320k active followers on his Instagram account so he can reach many target audiences.



b) TIMELINE PROMOTION FOR INFLUENCER

- Color description for Timeline

COLOUR	KETERANGAN
Green	Shopeesticasted Quiz Program
Yellow	Blogging Shopeesticasted Competition
Orange	Announce about training for Shopee's SME & Registration for training session
Blue	Sharing Session
Grey	Video Competition "Get Ready With Shopee Stuffs"

- The Timeline for September

No	Nama Influencer	SEPTEMBER																												
		4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
1	Alvin Lapian																													
2	Luna Shabrina																													
3	Prilly Latuconsina																													
4	Zulfa Maharani																													
5	Muhammad Riza Irsyadillah																													

- The Timeline for October

No	Nama Influencer	OKTOBER																														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
1	Alvin Lapian																															
2	Luna Shabrina																															
3	Prilly Latuconsina																															
4	Zulfa Maharani																															
5	Muhammad Riza Irsyadillah																															

- The Timeline for November

No	Nama Influencer	NOVEMBER																														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	
1	Alvin Lapian																															
2	Luna Shabrina																															
3	Prilly Latuconsina																															
4	Zulfa Maharani																															
5	Muhammad Riza Irsyadillah																															

- The Timeline for December

No	Nama Influencer	DECEMBER									
		1	2	3	4	5	6	7	8	9	10
1	Alvin Lapian										
2	Luna Shabrina										
3	Prilly Latuconsina										
4	Zulfa Maharani										
5	Muhammad Riza Irsyadillah										

c) BUDGETING

No.	Nama Influencer	Details	Detail Prices	Total Prices
1	Zahra Salsabila	16 post	Rp. 100.000	Rp. 1.600.000
2	Sarah Sabilla	16 post	Rp. 200.000	Rp. 3.200.000
3	Prilly Latuconsina	16 post	Rp. 350.000	Rp. 5.600.000
4	Zulfa Maharani	16 post	Rp. 200.000	Rp. 3.200.000
5	Muhammad Riza Irsyadillah	16 post	Rp. 200.000	Rp. 3.200.000
Grand Total			Rp. 16.800.000	

d) MATERIAL PROMOTION FOR INFLUENCER

a. Material Promotion for Training Registration Shopee's SME & Registration for Training Session

<p>Announce about training registration for Shopee's SME & Registration for a training session</p>	<p>Hello guys! do you know that nowadays there is really a need for an ethic in doing business?. Well, I want to introduce you to "shopeesticated"! what is the shopeesticated? so the shopeesticated event is created by the LSPR campus in collaboration with Shopee and we will hold a training session. For those of you who are interested and want to participate, you can directly register for the shopeesticasted training session registration. We open registration starting from October 25 to November 8. Come join and register immediately limited quota! When else can participate in training, add ethical knowledge in business and get the opportunity to win a number of attractive prizes. To find out more clearly and in full you can check on Instagram @shopeesticated and don't forget to turn on notification so that you can stay updated with further information.</p> <p>shopee Run The Business, Hit The Profit</p>
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b. Material Promotion for Video Competition "Get Ready with Shopee Stuffs"

<p>Video Competition "Get Ready with Shopee Stuffs"</p>	<p>Hello guys, you know that LSPR campus is collaborating with Shopee! This collaboration discusses the ethics of doing business. So, we will have a "Get Ready With Shopee Stuffs" competition. For your information, this competition is intended for senior high school! How to follow the rules is easy, so you guys make a video with a duration of 1 minute. In this video you must use items, both clothes or accessories purchased from Shopee. Videos must be as interesting and creative as possible. The winner will get cash, dinner with Prilly and many other interesting prizes. Don't forget the terms and conditions apply guys! To find out more, click on Instagram @shopeesticated or swipe up!</p>
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c. Material Promotion for Shopeesticasted Quiz Program

Shopeesticasted Quiz Program	<p>Hello, you guys know the LSPR campus is collaborating with Shopee to make an event, Shopeesticasted. For those of you who don't know, you can check @shopeesticasted first. So we will hold a Shopeesticasted Quiz Program, the aim of which is to measure the depth of knowledge of Indonesian sellers about ethics in doing business online. Shopeesticasted Quiz Program will be held for 2 weeks, in 1 week it is on Tuesday and Friday only. The Shopeesticasted Quiz Program will start from September 14 – September 24. The winner will get attractive prizes, one of which is the Samsung A10 cell phone and many others. Terms and conditions apply guys, to find out more about the Shopeesticasted Quiz Program directly click on Instagram @shopeesticasted or swipe up!</p>
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d. Material Promotion for Shopeesticasted Blogging Competition

Shoppesticated Blogging Competition	<p>Hello guys, you know a Shopeesticasted event is the LSPR campus collaborates with shopee! So shoppesticated will hold a Shopeesticasted BloggingCompetition with an ethical theme in doing business online. Shopeesticated Blogging competition will be held on October 1 – October 15. The way to take part in Shopeesticasted Blogging competition as you know is very easy. You are asked to write a feature article about opinions, experiences or tips and tricks about business ethics in doing business online. One of the winning criteria is that the writing you make must be of interesting content based on facts. You can get quite a lot of prizes, guys, like Gopay balance and Samsung Tab A8.0. Don't forget to follow the applicable terms and conditions guys so you can be one of the winners! For more information, you can directly search @ shopeesticated2020 or swipe up directly!</p>
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e. Material Promotion for Sharing Session

Sharing Session

Hi guys, you know that the shopeesticated event will have a live sharing session on Instagram @shopeeid on November 4th and live on the Shopee app on November 11th. In the live sharing session, Felicia Angelista will be one of the owners of Scarlett Whitening. Felicia Angelista will share with you how ethical in doing business online. In addition to sharing sessions, for those of you who are curious about QnA, you will also ask. You can also interact directly with the Scarlett Whitening owner, Felicia Angelista. Don't forget to turn on your notifications so you don't miss them! For more information, you can check Instagram @shopeesticated or swipe up!



III. MEDIA DIVISION [MEDIA PARTNER]

a) LIST AND DETAIL MEDIA PARTNER

ONLINE MEDIA NEWS					
NO.	MEDIA NAME	ADDRESS	CONTACT	DESCRIPTION	REASONING
1.	DailySocial.id	Jl. Kemang Selatan I D No.2, RT.4/RW.2,	021 8313726	Dailysocial.id is a tech media with focus on information, opinion, and discovery.	This platform has contained information and education for innovation-enabling process and digital lifestyle adoption.
2.	Mediastartup.id	https://www.mediastartup.id	partner@mediastartup.id	Startup Media is one of the media specifically for entrepreneurs based on technology, innovation and creativity. the purpose of making Media startup is the Startup & Entrepreneur Online Journal of the Nation. Startup Media startup news, business press releases & community events	Media online with Specialties Startup Media, Entrepreneur, Innovations, Startup, Founder
3.	SWA Online	Jl. Taman Tanah Abang III No.23 Jakarta 10160	swaredaksi@sawamail.com Phone: +62-21-3523839 (Hunting) Fax: +62-21-3457338, +62-21-38553759	SWA Online (swa.co.id) is a business portal that contains various information related to business marketing, management, CSR, corporate action, good corporate governance, business profiles (businessmen and professionals), personal investment,	Media online have contained about learning from the successful business, successful company, management, marketing, who creating success business, entrepreneurship , career development, and the success

				information technology, exclusive interviews with the CEO (Chief Executive Officer), as well as research data.	story of youngster on business
4.	Kompas.com	Jl.Palmerah Selatan No.25-28, Jakarta	(021)5483008 E-Mail: redaksi@kompas.com	Kompas.com was one of the pioneers of online media in Indonesia when it first appeared on the Internet on September 14, 1995 under the name Kompas Online.	It Ranks as first most popular newspaper in Indonesia, it bases in Jakarta. It has travel and technology section which matches with our main event
5.	Entrepreneuridn.com	-	@entrepreneuridn	Entrepreneuridn.com is an inspiring media for millennial entrepreneurs who want to increase knowledge about economics, business, and entrepreneurship.	Media online with Special entrepreneur in Indonesia.
6.	<u>Bisnis.com</u>	Wisma Bisnis Indonesia, 5-8 Floor Jl. KH Mas Mansyur No. 12A, Karet Tengsin, Tanah Abang	Phone: (021) 57901023 (hunting	Bisnis.com is an online version of business Indonesia daily. Bisnis.com, a member of business Indonesia Group of Media (BIG Media), is the largest Indonesian business navigator, provides financial news, market insights and industry related information.	This platform has contained information about economic and business.
7.	Tech in Asia Indonesia	Jl. Dr. Kusuma Atmaja No.49, RT.10/RW. 4, Menteng	ed@techinasia.com	Tech in Asia is an online community of startups in Asia. Find investors, founders, jobs and interesting news about Asia here.	Media online community of startups in Asia

8.	CNBC Indonesia	Gedung Transmedia - Lantai 3A Jalan Kapten Tendean Kav. 12-14A, Jakarta Selatan, 12790	Telp: (021) 7918 4557 Fax. (021) 7918 7763 Email: contact[at]cnbcindonesia.com	CNBC Indonesia is an online mass media affiliated with CNBC International. CNBC Indonesia is part of detiknetwork under the Transmedia Group.	This platform has contained information about economic and business.
9.	Liputan6.com	SCTV Tower, Senayan City Lot 19, Jl. Asia Afrika, RT.1/RW.3, Gelora, Kota Jakarta Pusat,	Email: redaksi.liputan6@kly.id, marketing@kly.id Faksimili: 021 - 722 9697 Telepon: 021 - 722 9681, 021 - 319 04555 Ext.502	Liputan6.com is a registered and verified news portal on the Indonesian Press Council. The latest and accurate information presented by Liputan6.com emphasizes the accuracy and sharpness of the news with reliable information sources.	This platform has contained information about economic and business.
10.	Detik.com	Transmedia, Jl. Kapten Tendean No.12-14A, RT.2/RW.2, Mampang Prpt.,	kerjasama@detik.com <u>021 7918 7722</u>	Detikcom is an Indonesian digital media company owned by CT Corp. Detikcom was one of Indonesia's pioneering online news portals and publishes breaking news.	This platform has contained information about economic and business.
11.	Suara.com	PT. Arkadia Media Nusantara Jl. Sisingamangaraja No. 21 Kebayoran Baru, Jakarta Selatan 12120, Indonesia	Tel: 021 - 724 1888 / 021 - 720 8374 Fax: 021 - 724 1887 Email: redaksi@suaracom	Suara.com is a news portal that presents the hottest information on political, business, legal, football, entertainment, entrepreneurship, lifestyle, automotive, technology science to citizen journalism events.	This platform has contained information about economic and business.

12.	Okezone.com	iNews TV Building, 12th floor. Jln. KH.Wahid Hasyim No. <u>36-38</u> , Jakarta <u>10350</u>	Phone: <u>021 3924706</u> . Fax : <u>021 3917103</u> redaksi.okezone[at]mncgroup.com	Okezone.com was officially launched (Commercial Launch) as a news portal on March 1, 2007. The birth of Okezone.com became the forerunner of the first online business owned by PT Media Nusantara Citra Tbk (MNC), the largest integrated media company in Indonesia and Southeast Asia.	This platform has contained information about economic and business.
13.	SINDOnews	Jalan Wahid Hasyim No 38, Gedung SINDO Lantai 4, Jakarta Pusat <u>10340</u>	Telp : <u>+62 21 392 6955+62 21 392 9758</u> Redaksi.sindonews@mncgroup.com	SINDOnews is an online news site that was officially established on July 4, 2012, under the management of PT. Media Nusantara Dynamic.	This platform has contained information about economic and business.
14.	Kumparan	Alamat redaksi: Jl Jati Murni no.1A, Jati Padang, Pasar Minggu, Jakarta Selatan, 12540	Telp: 021-22784571. Email: <u>redaksi@kumparan.com</u>	Kumparan was first launched in January 2017, with a purpose of being the first platform in Indonesia to incorporate technology-based journalism and enable interaction between all users into one platform.	This platform has contained information about economic and business.
15.	Viva.co.id	PT. VIVA Media Baru Anggota VIVA Media Group Kawasan Industri Pulogadung, Gedung tvOne Jl.	redaksi@viva.co.id +62 - 21 - 4601 326 ext.100	Online media is full of technology. Likewise, with millennials. They were born together with technology.	Online media VIVA.co.id turned into a provider of news that lightly entertained to be # 1Newstainment among millennials.

		Rawa Terate II No.2 Jakarta Timur 13260 Indonesia			
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RADIO					
NO.	MEDIA NAME	ADDRESS	CONTACT	DESCRIPTION	REASONING
1.	LSPR Radio	London School of Public Relations - Campus B at Sudirman Park (University) Jl. K.H. Mas Mansyur Kav. 35 Karet Tengsin Central Jakarta 10220	Phone : 6221 57943751 6221 57943752 campusb@lsp r.edu http://www.l spr.edu/ 		Internal Media Partner
2.	Prambors FM	Jl. Adityawarm an no.71, Kebayoran Baru, Jakarta, DKI Jakarta, Indonesia 12160	info@prambo rsfm.com (021) 720 – 2238 (021) 722 - 2058	Program : - Desta & Gina in the Morning - Sunset Trip	Prambors FM is airing in Jakarta and their segmentation is millennials. There are Shopee SME who are millennials.
3.	Trax FM	Gedung Sarinah, Lantai 8 Jalan MH Thamrin 11 Jakarta 10350 Indonesia	021 – 3908473 marcommjaka rta@mramedi a.com	Program : - Morning Zone - Kompak Kampus	Trax FM is airing in Jakarta and their segmentation is millennials. There are Shopee SME who are millennials.
4.	Jak FM	Menara Imperium Lantai P7 Metropolita	Tel : 021-8370 7171 Whatsapp : 081 189 8101	Program : - Sparta - Sarapan Seru	Jak FM is airing in Jakarta and their segmentation is

		n Kuningan Super Blok Kav. No.1 jl. HR Rasuna Said, Jakarta 12980			young adult with age range 25-35.
5.	Gen FM	Menara Imperium Lantai P7 Metropolita n Kuningan Super Blok Kav. No.1 jl. HR Rasuna Said, Jakarta 12980	Tel : 021-8370 7171 Whatsapp : 0812 1122987	Program : - Semangat Pagi	Gen FM is airing in Jakarta and their segmentation is young adult with age range 25-35.
6.	Mustang FM	Menara Imperium Lantai P7 Metropolita n Kuningan Super Blok Kav. No.1 jl. HR Rasuna Said, Jakarta 12980	Tel : 021-8370 7171 Whatsapp : 0811 841 7188	Program : -	Mustang FM is airing in Jakarta and their segmentation is millennials. There are Shopee SME who are millennials.
7.	Cosmopolita n FM	Gedung Sarinah, Lantai 8 Jalan MH Thamrin 11 Jakarta 10350 Indonesia	Telp : 021- 39832162 Marketingdep t@mramedia. com	Program : - Fun Fearless Female	Cosmopolitan FM is airing in Jakarta and their segmentation is modern women age 28 – 38 years old.
8.	Virgin FM	Jl. Palmerah Utara No. 55 Slipi, Jakarta Barat 11910	Telp : 021- 5366 9709 virginradiojkt@mpgmedia.co.id	Program : - Breakfast Show	Virgin FM is airing in Jakarta and their segmentation is millennials. There are Shopee SME who are millennials.
9.	Oz Radio	Jl. Bangka Raya No.5A Kemang Jakarta Selatan 12730	Tlp. 021 719 1910 Media Partner : dzikri103.1@ozradiobandung.com	Program : - Break time show - Sore Santai	Oz Radio is airing in Jakarta and their segmentation is millennials. There are Shopee SME

			Telp : 08778109557 5		who are millennials.
10.	Female Radio	Ruko Golden Fatmawati Blok B23. Jl Fatmawati Raya No.15 Cilandak Jakarta Selatan 12420	021-75901763 promosi@fe maleradio.co.i d	Program : - Happy Morning - Female High Noon - Female Weekend	Female Radio is airing in Jakarta and their segmentation is modern women age 25 – 38 years old.
11.	Delta FM	Jl. Adityawarm an No. 71 Kebayoran Baru Jakarta Selatan 12160	Telp : 021- 720 2443 Whatsapp : 0822 6000 0991 deltafmjakarta@gmail.com	Program : - Asri & Nino in the morning - Sore Sore Seru	Delta FM is airing in Jakarta with young adult segmentation age 24-34 years old.
12.	Bahana FM	Jl. Adityawarm an No. 71 Kebayoran Baru Jakarta Selatan 12160	Telp : 021- 72799288	Program : - Tika Udjo	Bahana FM is airing in Jakarta with young adult segmentation age 24-34 years old.
13.	PAS FM Jakarta	Gajah Mada Tower Lantai 26 Jl. Gajah Mada No 19-26 Jakarta Barat	Telp : 021- 633 9160	Program : - Breakfast Briefing - Jakarta's Inside	PAS FM is airing in Jakarta and their target is businessman, top executive and top officers.
14.	Brava Radio	Gedung Sarinah, Lantai 8 Jalan MH Thamrin 11 Jakarta 10350 Indonesia	Whatsapp : 0815 1038 1038	Program : - Good Day Jakarta	Brava Radio is airing in Jakarta and their segmentation is entrepreneurs and stakeholders.

COMMUNITY MEDIA					
NO.	MEDIA NAME	ADDRESS	CONTACT PERSON	DESCRIPTION	REASONING
1	Transtv_cor p	Gedung transmedia, jalan kapten tendean kav. 12-14 a, rt.2/rw.2, mampang prpt.,	Marketing public relations division Menara bank mega lantai 22 Jl. kapten p. Tendean kav.12-14a Phone: (021) 79187770 ext. 7231 Fax: (021) 79187685 Hotline: 082 3 0823 1001 (wa & text only)	Trans_corp is official Instagram pt televisi transformasi Indonesia (trans tv), trans tv is an Indonesian private tv station owned by trans media. Trans tv has their broadcast permition since august 1, 1998. Trans tv's core competence is general entertainment programs focusing on family viewers.	The reason is because trans_corp have a good reputation social media and which has 983 thousand followers.
2	Jakarta event	Jl. Hos. Cokroamino no.79, rt.3/rw.5, menteng,	Email: redaksi@eventjakarta.com Marketing: 0821 3229 4600 (wa)	Social media that always provides the latest information about events in Jakarta. By sharing event information via social media Instagram @ eventjakarta which	The reason why choosing this event as one of the media partners is because the scope of the event is very broad

				has 142 thousand followers.	
3	Event banget		Hotline: 0877 8174 5902 (wa)	Event banget is a social media that always gives updates about events in Indonesia by sharing information related to the event through social media Instagram @eventbanget which has 61.7 thousand followers	The reason why choosing this event as a media partner is because the scope of the event is very broad
4	Media event		Email: media_event@yahoo.com Wa: 08311957773 8	Media event is a social media that always gives updates about events in Indonesia by sharing information related to the event through social media Instagram @mediaevent_ which has 29.6 thousand followers	The reason why choosing this event as a media partner is because the scope of the event is very broad
5	Event hunter Indonesia		Email: eventhunterindonesia@gmail.com	Event hunter Indonesia is a social media that always gives updates about events in Indonesia by sharing information related	Once they share about an event, they share it frequently so the followers are always update about the event.

				to the event through social media Instagram @eventhunterindonesia which has 274 thousand followers	
6	Event apa aja	-	WA: 0838 7872 4611	Event apa aja is a social media that always gives updates about events in Indonesia by sharing information related to the event through social media Instagram @eventapaaja which has 55,5 thousand followers	This account shares every event and information that the followers maybe need
7	Pusat event semua kampus	-	Email: info@eventkampus.com Fb: Halo eventkampus Line: @ild6774c	Pusat event semua kampus is a social media that always gives updates about events hold by university by sharing information related to the event through social media Instagram @eventkampuscom which has 45,3 thousand followers	This account shares every event that hold by the university, so most of the students can get the information

8	Event journal	-	@event.journal	Event journal is a social media that always gives updates about events in Indonesia by sharing information related to the event through social media Instagram @event.journal which has 40,8 thousand followers	This account is an online event publication and share the event that may be another account not share
9	Event campus	-	@eventcampus	Event journal is a social media that always gives updates about events in Indonesia by sharing information related to the event through social media Instagram @eventcampus which has 34,1 thousand followers	Event campus shares every university event and give an information about the event.
10.	Digination.id	PT Bangun Media Indonesia Komplek Ruko Golden Boulevard, Blok W2/31 Jl. Pahlawan Seribu, BSD, Kota Tangerang Selatan, Banten 15320	Telp. +62 21 5379496 e-mail: <u>redaksi</u> <u>@digination.id</u>	Digination.id becomes a platform that provides entrepreneurs, professionals and businesses with insight, knowledge, experience and opportunities	This platform that provides entrepreneurs, professionals and businesses with insight, knowledge, experience and opportunities

11.	MUDANews.com	-	Hubungi kami: helpdeskmudanews@gmail.com	MUDANews.com is a professionally managed news media that promotes the values of journalistic ethics.	Media online have content education
12.	Ruang event	-	Instagram <u>@Ruangevent</u> Line <u>http://line.me/ti/p/~@dbh9820y</u>	Campuspedia news is a media that was built to provide information about the world of campus. As one of the online media Campuspedia, news Campuspedia tries to present the latest information related to the campus and we also receive content from friends who wanted to contribute to provide the information most up to date on their respective campuses.	Campuspedia is a Youth Portal, especially for Students and Students, which provides information about the campus.
13.	Hipwee	PT. Konten Baik Indonesia Wisma Barito Pasific Tower A, Level 6 Jl. S. Parman Kav. 62-63	Tel: <u>(+62) 21 53669152</u> <u>contact@hipwee.com</u>	Hipwee is an online media that focuses on creating viral content in Indonesia with young readers.	Hipwee is an online media that focuses on Indonesia with young readers.

		Slipi, Jakarta Barat <u>11410</u>			
14.	Ruang Mahasiswa	-	mediapartner.rm@gmail.com	Student Room is an online academic development platform and information media for students and prospective students.	Online academic development platform and information media for students and prospective students.
15.	Binus TV	Jl. K H Syahdan No. 09, Palmerah West Jakarta 11480	Telp. (+62 – 21) 021 534 5830 ext 2353,2358 E-mail: marketing@binus.tv	A club from Binus TV that provide news. They published their own work called Binus TV	To create partnerships with other campuses
16.	Haievent.com	-	info@haievent.com	Website that presents the latest information about event schedules, music concerts, discount promos, seminars, job events, exhibitions, competitions and another updated event info.	Online academic development platform and information media for students and prospective students.

TV					
NO	MEDIA NAME	ADDRESS	CONTACT	DESCRIPTION	REASONING
1.	NET TV	PT Net Mediatama Indonesia The East Tower Jl. Lingkar Mega Kuningan Kav. E No.1 Lantai 27-30, Kuningan Timur	Telp: (021) 2954 6100 Ext. 9304 / 9312 Atila Akbar: +62 813 1521 6452 Fya: +62 838 7272 3078 Tya: +62 856 7080 219	NET (News and Entertainment Television) or NET. is an Indonesian <u>free-to-air</u> television channel that was launched on 26 May 2013. It replaced <u>Space toon Indonesia</u> on television. The channel's programming is	NET has young viewers target which also fit with our target. Also, NET. can be watched in First Media, BIG TV and Orange TV, and live streaming so NET will have larger audience.

		Jakarta Selatan, Kode Pos 12950 DKI Jakarta, Indonesia		focused towards family and young viewers.	
2.	CNBC TV	Gedung Transmedia - Lantai 3A Jalan Kapten Tendean Kav. 12-14A, Jakarta Selatan, 12790	Telp: (021) 7918 4557 Fax. (021) 7918 7763 Email: contact[at]cnbcindonesia.com	CNBC Indonesia is an <u>Indonesian</u> television channel owned by <u>Trans Media</u> in collaboration with <u>Comcast's NB Universal</u> under its <u>CNBC</u> branding. It was launched on 10 October 2018. ¹⁴	CNBC has business and economic content
3.	iNews	PT. MNC Televisi Network iNews Tower Lt.7, MNC Center Jl. Kebon Sirih No. 17-19, Jakarta Pusat 10340 Indonesia	Info Liputan: gathering.mncgroupp.com Phone: 021 - 23567600	iNews is a television station that features news, information programs that are fast, accurate, informative, educating and inspiring.	iNews has many TV Program which educating the viewers
4.	SCTV	SCTV Tower – Senayan City Jl. Asia Afrika Lot. 19, Jakarta 10270	Phone: +62 21 2793 5599 Fax: +62 21 2793 5598	PT Surya Citra Televisi (SCTV) is an Indonesian free-to-air television network. It was launched on 24 August 1990 in Surabaya, East Java as Surabaya Central Televisi, broadcasting to the city and its surrounding area. At first, the programming was similar to that of RCTI, using some of their news programs until they could produce their own.	SCTV has Liputan6 as their news program which purpose to educate audience about business or economic

5.	MetroTV	Jl. Pilar Mas Raya Kav. A-D, Kedoya Kebon Jeruk, Jakarta Barat 11520 - Indonesia	T. +6221 - 5830 0077 F. +6221 - 5830 0066	<p></p> <p>Metro TV is an Indonesian free-to-air news channel based in West Jakarta. It was established on 25 November 2000 and now has over 53 TV repeater stations all over the country. It is owned by Surya Paloh who also owns the Media Indonesia daily. These two, along with other newspapers distributed in different parts of Indonesia, are part of the Media Group.</p>	<p>Besides MetroTV is a news channel, Metro TV also broadcasts various information programs on technological advancements, health, general knowledge, arts and culture, and others to educate the nation.</p>
6.	Trans 7	Menara Bank Mega Lantai 22 Jl. Kapten P. Tendean Kav.12-14A Jakarta 12790, Indonesia	<p>Phone: (021) 79187770 ext. 7231 Fax: (021) 79187685</p> <p>Hotline: 0823 0823 1001 (WA & Text Only)</p>	<p>Trans 7 (formerly known as TV7) is an Indonesian free-to-air television channel owned by Trans Media and owned by Trans Corp. For the first time, Trans 7 was the official broadcaster of 2018 FIFA World Cup together with the older-sister channel Trans TV, also with Telkom Indonesia, Kompas Gramedia (via K-Vision), and MNC Media (MNC Vision only).</p>	<p>Trans 7 has a lot of program and also has large of target audience.</p>

7.	Rtv	Atrium Mulia Building Lantai 8 Suite 802 JL. HR Rasuna Said Kav. B 10-11 Kuningan, Jakarta Indonesia	publicity@rtv. co.id corcom.RTV @rtv.co.id	RTV is a national television station that emphasizes the elements of education and entertainment in every program presentation. At present RTV has the widest network, with transmission stations in 45 cities and coverage areas reaching 85% of the population in all regions of Indonesia.	RTV has a lot of program and also has large of target audience.
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PRINT MEDIA					
NO	MEDIA NAME	ADDRESS	CONTACT	DESCRIPTION	REASONING
1	Provoke	Gudang Sarinah Ekosistem Hall A5, Jl. Pancoran Timur II No.4, Cikoko, Jakarta Selatan 12780	echa@kreatifci ptaindonesia.co m (081212279937)	Provoke! is one magazine that targets high school and universities students which contains about student activities and unique perspectives. Provoke also shares information about lifestyle.	High School and University Media, provides events and activities by students.
2	KOMPAS	Jalan Palmerah Selatan No. 26-28, Gelora, RT.4/RW.2, Gelora, Jakarta Pusat 10270	https://kompa s.id/hubungi- kami/ hotline@komp as.id Tel. 081290050800 085771095265 (Abriany)	Kompas is an Indonesian national newspaper. Published by Kompas Gramedia, it has been in publication since 28 June 1965. Contain information about Business, Sport, Economy, and many more.	Daily Newspaper Provides information about daily news in Indonesia such as Business, Politic, and Economy
3	MEDIA INDONESIA	Jalan Letnan Jenderal MT Haryono, Jakarta	mediaindonesia .com/statics/ cs@mediaindo nesia.com Tel. 021 582 1303	Media Indonesia is an Indonesian daily newspaper published in Jakarta. Reports say Media Indonesia is the second largest newspaper in Indonesia after the	Daily Newspaper Provides information about daily news in Indonesia such as Business, Politic, and Economy

				Kompas daily. Contain information about history, Law, Business economy and management, and many more. Media Indonesia has wide range of target as of provided a themed tabloid-sized supplements that accompany the newspaper several times a week. Each of these tabloids is aimed at a different audience, such as bankers, teachers, students, homeowners, and housewives. There are also some regional variations in the tabloid published, to accommodate local tastes, priorities, and events.	
4	Koran SINDO	Jalan Wahid Hasyim No 38, Gedung SINDO Lantai 4, Jakarta Pusat 10340	T: +6221-392-6955 F: +6221-392-9758 redaksi.sindone ws@mncgroup .com	Koran Sindo is an Indonesian newspaper published by Media Nusantara Citra. The newspaper was first published on June 26, 2005. Provides information about Lifestyle, Business, Economic, Politic, Sport, and others. Since September 2006, Koran Sindo began to published in local edition in several provinces, which includes both national and local news. Now, the local edition is existing in 9 provinces, including West Java, North Sumatra, Riau Islands, and South Sulawesi. The target audience is middle to upper class society, Bachelor education, age	Daily Newspaper Provides information about daily news in Indonesia such as Business, Politic, and Economy

				segmentation from 18 years old to 40 years old.	
5	POSKOTA NEWS	Jalan Gajah Mada No.98 - 100 Jakarta Barat, 11140	redaksi@poskotanews.com 021 - 633 4702 (Pak Tiyo)	Pos Kota is an Indonesian daily newspaper published in Jakarta, published by PT. Media Antarkota Jaya since 1970. Generally, contains local news and society news, also include sports and entertainment news. One distinctive feature of the newspaper is the conspicuous and irregular layout.	Daily Newspaper Provides information about daily news in Indonesia such as Business, Politic, and Economy
6	KORAN JAKARTA	The Bellezza Permata Hijau, Office Tower Lt. 26 Jalan Letjen Soepeno No. 34 Arteri Permata Hijau - Jakarta Selatan 12210	Tel. (021) 5366 5352, (021) 3002 7803 Fax. Redaksi (021) 5366 5356 www.koran-jakarta.com, redaksi@koran-jakarta.com, sekredkorjak@gmail.com, litbangkj@gmail.com	Koran Jakarta is a national public daily, established on April 28, 2008 by PT Berita Nusantara an independent company engaged in press publishing based in Jakarta. The name Jakarta is the city center of government and the center of economy / business in Indonesia but does not mean the scope of reporting is only the city of Jakarta. As a national daily, KORAN JAKARTA is present in 9 major cities in Indonesia from Jakarta, Batam, Medan, Palembang, Lampung, Bandung, Semarang, Jogjakarta, and Surabaya.	Daily Newspaper Provides information about daily news in Indonesia such as Business, Politic, and Economy
7	MARKETEERS	EightyEight @Kasablanka , 8th Floor Raya Kav., Jl. Casablanca No.88, RT.14/RW.5, Menteng Dalam, Jakarta, South	www.marketeers.com redaksi@marketeers.com (021) 57902338	Marketing is the name of a monthly magazine that originated from Indonesia, which was first published in 2000 and published by PT Info Cahaya Hero (Marketing Group). Mainly contain information about	Magazine that provide information about Marketing, MICE, and management. The target is marketers

		Jakarta City, Jakarta 12870		Marketing and MICE Event.	
8	MIX Magazine	Jl. Taman Jatibaru Barat No.16 Jakarta Pusat 10160	https://mix.co.id/	Mix Magazine (MIX Marketing Communications) is a marketing communications magazine in Indonesia with an office in Jakarta published by the Swa Media Group which is the leading business media in Indonesia. The target market of Mix is people who are interested in exploring and seeking inspiration in marketing communications activities, professionals in the field of marketing, marketing communication agencies (advertising, brand activation, promotion, brand consultants, digital and public relations), young entrepreneurs and students of communication and management.	Provides information about Marketing, Business, communication and management
9	JAWA POS	Gedung Graha Pena Lt.10, Jalan Kebayoran Lama 12, Jakarta Selatan, 12210, DKI Jakarta, Indonesia	https://www.jawapos.com info@jawapos.com 02153699659	Jawa Pos is an Indonesian national daily newspaper based in Surabaya, East Java. Jawa Pos was launched by Suseno Tedjo or The Chung Shen on July 1, 1949. Jawa Pos is the third largest newspaper in Indonesia after Kompas and Media Indonesia. Contain information about Business, Sport, Economy, and many more.	Daily Newspaper Provides information about daily news in Indonesia such as Business, Politic, and Economy
10	Koran Tempo	PENERBIT PT TEMPO INTI MEDIA Tbk	PERUSAHAAN T : +6221-536-0409	Koran Tempo is a daily newspaper provides semi-investigative news	Daily Newspaper Provides information about daily news in

		BNI Cabang Kramat, Jakarta, A.C. 017.000.280.7 65.001 PERUSAHA AN Jalan Palmerah Barat No. 8, Jakarta 12210	F : +6221-543- 9569 IKLAN T : +6221-536- 0409 +6221-548- 2132 +6221-725- 5625 F : +6221-720- 6995	about political and economic issues. The newspaper is only published in Indonesian but foreign readers can read other versions, including English, at Tempo.co. Its style of journalism is different from other Indonesian daily newspapers. Tempo provides news in the style of what they call 'the story behind the story'. So, what is served to the readers is not only current events, but also the story following and behind the news.	Indonesia such as Business, Politic, and Economy
11	Majalah SINDO	Ged Bimantara Jl Kb Sirih 17-19 Ged Bimantara Lt 2 Kebon Sirih, Menteng Jakarta Pusat 10340 DKI Jakarta	T: +6221-230-1301 F: +6221-230-1301 redaksi@sindo weekly.com	Majalah Sindo is an Indonesian magazine published by Media Nusantara Citra. Provides information about Lifestyle, Business, Economic, Politic, Sport, and others.	Weekly Magazine Provides information about lifestyle, business and news

12	Majalah Tempo	PENERBIT PT TEMPO INTI MEDIA Tbk Jalan Palmerah Barat No. 8, Jakarta 12210 ALAMAT IKLAN Gedung Tempo Jl. Palmerah Barat No. 8 Jakarta Selatan 12210 DIVISI SIRKULASI, KOMUNIKASI PEMASARAN, DAN RISET Gedung Tempo Jl. Palmerah Barat No. 8 Jakarta Selatan 12210	PERUSAHAAN T: +6221-536-0409 F: +6221-543-9569 IKLAN T: +6221-536-0409 +6221-548-2132 +6221-725-5625 F: +6221-720-6995	Tempo magazine is a weekly magazine by Tempo Group. Provides semi investigative news about political and economic issues.	Weekly Magazine Provides information about lifestyle, business and news
13	ANTARA	Wisma ANTARA Lt 19-20, Jl. Medan Merdeka Selatan No. 17, Jakarta 10110	(021) 3459173, 3802383, 3812043, 3814268.	Antara is an Indonesian news agency organized as a statutory corporation. It is the country's national news agency, supplying news reports to the many domestic media organization. It is the only organization authorized to distribute news material created by foreign news agencies.	ANTARA is the biggest media platform in Indonesia who distribute news material around Indonesia.

14	LSPR News	Jl. K.H. Mas Mansyur No.kav.35, RT.12/RW.1 1, Karet Tengsin, Tanahabang, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10220	WA: 085899130917	A club from LSPR that provide news in LSPR. They published their own work called LSPR News Online every two weeks.	Documentation needs of the LSPR as this is an event of LSPR in collaboration event Shopee so that the activity held can get coverage from internal LSPR as well.
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b) COVER LETTER

Pemimpin Redaksi POS KOTA News
Jalan Gajah Mada No.98 - 100
Jakarta Barat, 11140

Dear,

On behalf of LSPR as one of the best Communication and Business Institute in Indonesia, we would like to express our interest to invite you to become the media partner for our current event: SHOPEESTICATED.

SHOPEESTICATED stands for Shopee Business Ethics through Communications and Education, the overall event is for LSPR to provide three days of training for SME sellers of Shopee about online business ethics and communication. Through this event LSPR together with Shopee would like to help Shopee' sellers to improve their business by giving education about online business ethics and communication.

There would be several series of events to be held at SHOPEESTICATED Event, including online video competition, training, business plan completion among Shopee' sellers, and Gala Dinner to announced the winners.

We hope that LSPR and (name of the Media) could become a partner in delivering the news to the public about how important for the online business to have business ethics and communication. If you have any question please feel free to contact us at **(Phone number)** or **e-mail:**

Thank you for your attention and consideration.

Best Regards,

Stefanie Tanaki
Event Director Shopeesticated 2020

Ms. Sylvia Roennfeld
Chairperson Shopeesticated 2020

c) PRESS RELEASE

For Immediate Release

**NEWS FROM LSPR COMMUNICATION AND BUSINESS INSTITUTE
PRESS RELEASE
COLLABORATION BETWEEN LSPR AND SHOPEE**

Jakarta, 8th September 2020 - LSPR Communication and Business Institute have collaboration with Shopee Indonesia. This collaboration is for LSPR to provide a series of training for Shopee' Small Medium Enterprise's sellers to gain knowledge in online business ethics and communication strategy including service excellence needed in this globalization era. We'll start our pre-events from 9th September 2020 through social media and will be ended in November 2020.

Shopeesticated stands for ***Shopee Business Ethics through Communications and Education***. Shopeesticated consists of a series of events including online video competition, training, business strategy plan competition among Shopee's sellers, and Gala Dinner to announce the winners.

Sylvia Roennfeld, Shopeesticated Chairperson stated that "Shopeesticated is the first collaboration between LSPR Communication and Business Institute with Shopee Indonesia. This collaboration held to support Shopee Indonesia sellers improving their knowledge in business ethics and communication skills. The series of the event starting with online video competition, followed by three days of training and online business communication strategy plan competition and will be ended with the Gala Dinner to announce the winners."

The Shopee sellers will be trained by LSPR' communication professionals regarding online business ethics and communication plan also we hold a competition among the sellers and will be uploaded in any social media. Also for the pre-events will consist of video online competition, blogging competition and quiz. At the end of the training, the sellers should be able to come up with the most suitable ethics and communication strategy plan for their business. LSPR is also involving JABODETABEK high school students to participate in the online video competition. We also hold an Awarding Ceremony to end up this event, we will invite Shopee's sellers & students who win the competition and appreciate them that will be held at LSPR Sudirman Park Hall.

LSPR Communication and Business Institute, previously known as The London School of Public Relations – Jakarta, founded by Prita Kemal Gani MBA, MCIPR, APR. established in 1992. LSPR become the Leading Graduate Communication School, offering Bachelor and Master Degree program in the fields of Communication and Business Studies. The institute is committed to producing professional communication graduates.

Desy F
Press Officer
0877 8064 8587

ENDS

For further Information, please contact:

Stefanie Tanaki
Event Director
Shopeesticated

Phone: +62 82148347777
Email: stefanietanaki5@gmail.com

LSPR Communication and Business Institute Jakarta
Sudirman Park Campus
Jl. Kyai Haji Mas Mansyur Kav. 35
Jakarta Pusat 10220

Date: 07/09/2020
Ref: LS/001/S/2020



IV. MEDIA DIVISION [SOCIAL MEDIA]

A. PRE-EVENT SOCIAL MEDIA

a) Social Media that use for social media campaign period Sept 2020 – Mar 2021

- Instagram: Internet user in Indonesia is 175,2 million people and 79% people are using Instagram
- YouTube: Internet user in Indonesia is 175,2 million people and 88% people are using YouTube
- Facebook: Internet user in Indonesia is 175,2 million people and 82% people are using Facebook

10 Media Sosial yang Sering Digunakan 2020

Sumber : We Are Social, Hootsuite, 2020



Reason : YouTube, Facebook dan Instagram is the most popular social media that use in Indonesia. If we use social media as one of media promotion for supporting Shopeesticated campaign, it will build an awareness to our target audience. Awareness that we build in our target audience, it can make the target audience know more about Shopeesticated and can participate our program.

b) Time and Day posting for Social Media



We post 3 times a week and we do on weekdays. Based on the information above, the best time and day to posting is

- Monday: 13.00 PM
- Wednesday: 20.00 PM
- Thursday: 19.00 PM

Reason : Because from data above, Instagram on Wednesday get the highest level of engagement. We post just 3 times a week because we're not want to post too much often, we want the target audience can learn first the information that is given in that day before we posting another information.

B. TIMELINE SOCIAL MEDIA

CONTENT FEED	Sep-20				Okt-20				Nov-20				Des-20	
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2
Logo Shopeesticated	█													
Proudly Present	█													
Tagline														
Press Conference Shopeesticated Documentation		█												
Infographic About Shopeesticated		█												
Infographic About The Objective of Shopeesticated		█												
Pre Event Poster			█											
Announcement the quiz template by Shopeesticated			█											
Quiz Template (4 post)			█											
Announcement the winner of quiz template			█											
Blog Competition Announcement					█									
Blog competition terms and condition														
Prize Announcement for the winner						█								
Competition reminder														
Blog Competition winner announcement									█					
Register Training Day 1,2,3									█					
Infographic about Shopee live sharing session										█				
count down shopee live										█				
D-day shopee live														
Infographic about instagram live sharing session											█			
Countdown Instagram live											█			
D-day Instagram live														
Video Competition announcement												█		
Video competition terms and condition												█		
Prize announcement for the winner												█		
Video competition winner announcement												█		

C. DETAIL OF CONTENT FEEDS INSTAGRAM

Date Posting	Content Feed	Design Posting	Caption
23 May 2020	Logo Shopeesticated		Shopeesticated is a collaboration program between LSPR and Shopee. On the Shopeesticated logo, there is a logo from the Shopee itself at the top of the logo. Then orange is chosen as the colour that represents Shopee

24 May 2020	Proudly Present		Presenting LSPR x SHOPEE collaboration to make a new adventurer through any business journey
25 May 2020	Tagline		Run The Business, Hit The Profit' by using blue which has the meaning of loyalty, responsibility and success. #getreadywithShopee #SHOPEESticated2020 #ShopatSHOPEE. Make your journey on your business will reach the top of the profit!
26 May 2020	Press Conference		Press conference from the LSPR and Shopee regarding the upcoming collaboration program in July 2020
27 May 2020	Infographic about Shopeesticated		Here it is our Shopeesticated activity! Let's join all of the fun times together! #SHOPEESticated2020

1 June 2020	Register training day 1,2,3		Have you registered for yourself?
1 June 2020	Video competition announcement		Another competition is waiting for you! The video competition is now out! Don't take too much time, quickly make your video and be the winner!
21 June 2020	Video competition winner announcement		CONGRATULATION! For our 10 winners of this video competition. Grab your prize sand thank you for joining our video competition!
7 June 2020	Announcement the quiz template		Join fun quiz from Shopeesticated and get attractive prizes for lucky winners! #SHOPEESticated2020

9 & 13 June 2020	Quiz Template		<p>W3 : We have something special for all of you this week! Join our quiz and tag us on your Instagram feed, the winner will get a special gift from us</p> <p>W4 : Finally, the new quiz is up, don't forget to join and win the special gift!!</p>
12 & 19 June 2020	Announcement the winner of the quiz template		<p>W3 : Congratulations to the winner, DM us your address to purchase your gift. And we going to have another quiz for next week, stay tuned all!</p> <p>W4 : Congratulations for the next winner! As usual, the winner must DM us to purchase the gift.</p> <p>Thanks a lot for all the participants, hope to see you in the next quiz yeahhhh</p>
13 June 2020	Blog competition announcement		<p>Dear fellas, we have something new for you! "Blog Competition" (party emoji)</p> <p>Check our next post for the detail!</p>

27 June 2020	Blog competition winner announcement		The winner of Blog Competition is @xxxxx (the winner's account) Congratulations! Our team going to contact you for the grand prize Also thank you for all participants, you guys are so creative and talented
19 June 2020	Infographic about Instagram live sharing session		ANNOUNCEMENT Instagram Live Sharing Session with Felicia Angelista! Stay tuned all

26 June
2020

Infographic
about Shopee
live sharing



ANNOUNCEMENT

Shopee Live Sharing Session with a special guest!
Stay tuned all

shopeesticated

Run The Business, Hit The Profit

V. BUDGETING

a) CAMPAIGN BUDGET

PRE EVENT (BUDGET CAMPAIGN)						
NO	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE	
PRESS CONFERENCE						
1	Tote Bag Canvas	Custom	65	Rp. 10.000/pc	Rp	650.000
2	Keychain	Custom	65	Rp. 14.900/pc	Rp	968.500
3	Pen	Custom	65	Rp. 4.000/pc	Rp	260.000
4	Notebook Spiral	Custom size A5	65	Rp. 25.000/pc	Rp	1.625.000
5	Folder Map	Custom	65	Rp. 4.000/pc	Rp	260.000
6	Powerbank	Merk Robot 10.000 mAh	65	Rp. 164.900/pc	Rp	10.718.500
7	ID Card	-	65	Rp. 500/pc	Rp	32.500
8	ID Card 9.5 x 13cm	Size 9.6 x 13 cm	65	Rp. 2.800/pc	Rp	182.000
9	ID Card Strap	-	65	Rp. 2.500/pc	Rp	162.500
SOCIAL MEDIA CAMPAIGN (INFLUENCER PRICES)						
10	Zahra Salsabila	Upload Snapgram	16 post	Rp. 100.00	Rp	1.600.000
11	Sarah Sabila	Upload Snapgram	16 post	Rp. 200.00	Rp	3.200.000
12	Prilly Latuconsina	Upload Snapgram	16 post	Rp. 350.00	Rp	5.600.000
13	Zulfa Maharani	Upload Snapgram	16 post	Rp. 200.00	Rp	3.200.000
14	Muhammad Riza Irsyadillah	Upload Snapgram	16 post	Rp. 200.00	Rp	3.200.000
PROGRAM QUIZ						
18	Prize for Winner	Shopee Pay Balance	8	Rp. 100.000/person	Rp	800.000
BLOGGING COMPETITION						
21	Prize for Winner	Samsung Tab A 8.0 2019	3 pcs	Rp. 1.919.000/pc	Rp	5.757.000
OTHER PRODUCTION & TECHNICAL EQUIPMENT						
31	T-Shirt for Crew	-	35 pcs	Rp. 60.000/pc	Rp	2.100.000
FOOD & BEVERAGES (FnB)						
36	Loby Snack	Package 1	104 pax	Rp. 19.500/pax	Rp	2.028.000
TOTAL BUDGET CAMPAIGN					Rp42.344.000	

b) CONSTRUCTION BUDGET

PRE EVENT (BUDGET CONSTRUCTION)					
NO	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE
PRESS CONFERENCE					
1	Location of Press Conference	Chair, Mic, Sound System, Projector	-	Rp. 1.500.00/hour	Rp 3.000.000
TOTAL BUDGET CONSTRUCTION					Rp3.000.000
TOTAL BUDGET PRE-EVENT					Rp45.344.000

VI. DESIGN DIVISION

A. PHILOSOPHY OF THE DESIGN & CONCEPT:



Philosophical design concept 3 is minimalist which in terms of form is dominated by a square shape which is defined as a special space, solidarity and equality which can be interpreted that this campaign is a special space created by Shopee's for Shopee sellers who are wrong one goal is to create solidarity between Shopee and Shopee seller and between other Shopee sellers. The color used in this concept is orange, blue which is the main color of the Shopee platform and added yellow as a neutralization color where yellow can be interpreted as a color that contains an optimistic, uplifting and cheerful meaning which in addition can attract the attention of the public with the addition of the yellow color, it is expected that Shopee sellers who join this campaign can be optimistic and enthusiastic to develop their business.

Run The Business, Hit The Profit

B. DESIGN PRE – EVENT

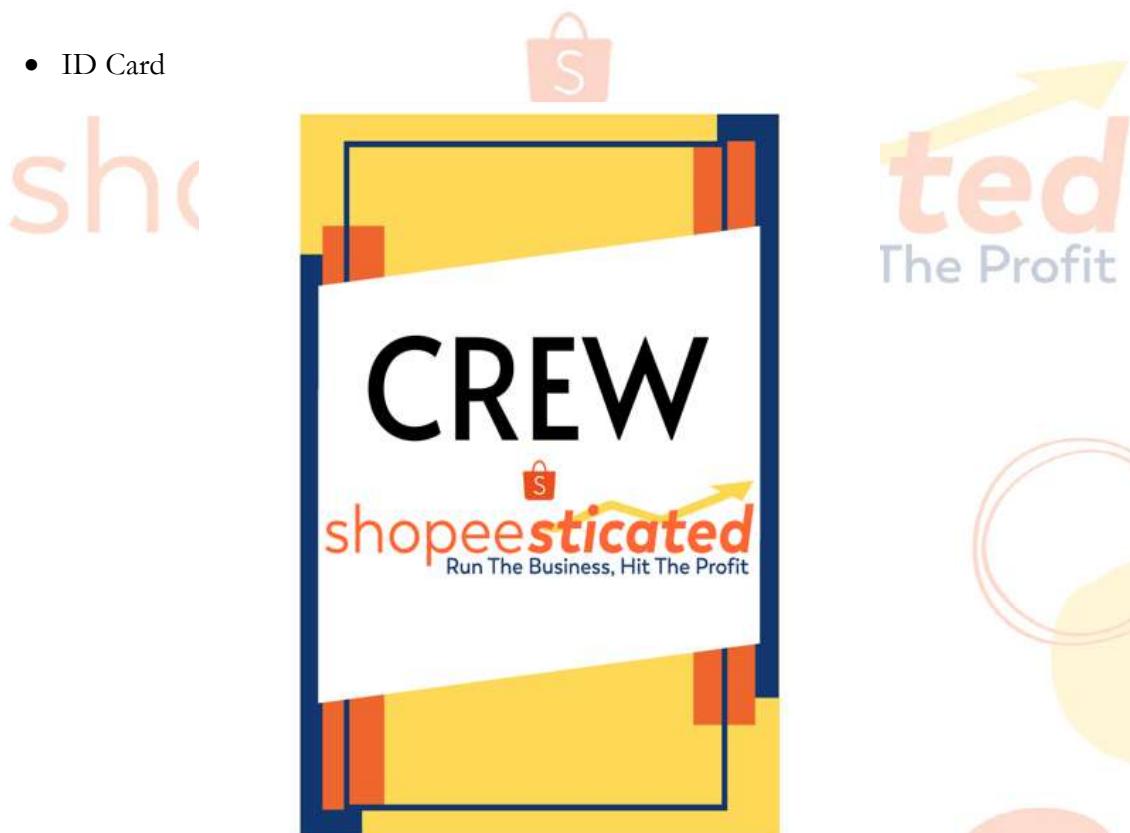
- Instagram Feeds



- Twibbon



- ID Card



- Certificate



- Banner Press Conference



- Instagram Story (Bingo and This or That)



BINGO !

Gratis ongkir	Promo	Cashback	Flashsale
Live Shopee	Shopee Pay Later	Koin Shopee	Shopee pay
Shopee games	Star Seller	Shopee mall	Shopee Feeds
Tukar koin jadi barang	COD	Drop Shipper	Seller
Cepat balas chat pembeli	Ajukan pengembalian	Pesanan diterima	Klaim Voucher

shopeesticated
Run The Business, Hit The Profit

- Design Announcement

(Video Competition)

(Blogging Competition)



(Shopeesticated Quiz)

LSPR X SHOPEE
SHOPEESTICATED
QUIZ

14, 17, 21, 24 | ETIKA BISNIS DALAM
SEPTEMBER 2020 | BERBISNIS ONLINE

Pantengin terus instastory @Shopeesticated

Pemenang yang beruntung akan mendapatkan:

ShopeePay

ShopeePay senilai Rp 500.000

shopeesticated

(Training Registration)

Communication & Business Institute
shopeesticated
From The Business Hit The Profit

TRAINING LSPR X SHOPEE
REGISTRATION

25 OKTOBER - 8 NOVEMBER 2020

CALLING OUT FOR SHOPEE SELLER

LSPR berkolaborasi bersama Shopee akan mengadakan pelatihan untuk Shopee Seller mengenai etika bisnis dalam berbisnis online

LIMITED QUOTA

Please Register at: link google form

@shopeesticated
shopeesticated

(Sharing Session)

LSPR X SHOPEE

SHARING SESSION

With

FELICYA ANGELISTA
Owner Scarlett Whitening

ETIKA BISNIS DALAM BERBISNIS ONLINE | RABU, 04 NOVEMBER 2020
07.00 PM

Live On Instagram

@shopee_id
shopeesticated

- Announcement the winner
 - a) Template of Question and Answer, and the winner



- b) Template of the winner of Video Competition



c) Template of the winner Blogging Competition



C. PRESS KIT DESIGN



Tote bag



Map Folder



Book



Pen



Key chain



Sticker



Power bank

Crew Shirt



 shopeesticated
Run The Business, Hit The Profit

VII. PUBLICATION DIVISION

a) REASONING PUBLICATION CONTENT

The overall concept of publication is to inform all event activities as well as on social media or online media. This concept also aims to increase public awareness about the holding of the Pre-event Shopeesticated. The concept of announcing the winners on Instagram is that everyone who takes the quiz on Instagram will keep checking the latest updates from Instagram.

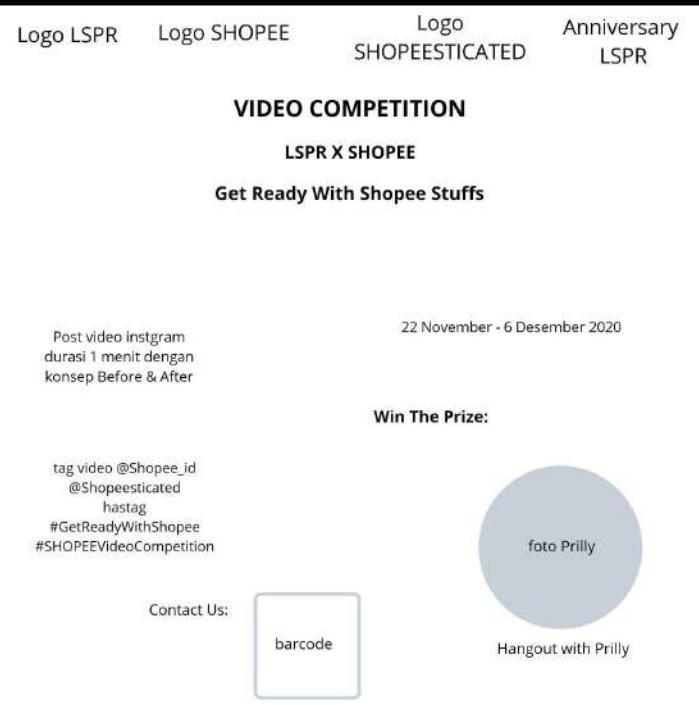
The concept of the backdrop during the press conference to represent or reflect the Shopeesticated event will be held so that only by looking at the backdrop can the audience know the press conference. Making feature articles is also to provide information about Pre-event Shopeesticated with a wider range.

b) CONCEPT FOR FEEDS AND STORY INSTAGRAM

No.	Name	Concept
1	Poster Blogging Competition	
2	Poster Shopeesticated Quiz	

3

Poster Video Competition



4

Shopeesticated Bingo



5

Instagram This or That



6

Sharing Session Announcement



7

Announcement
Winner

Logo Shopeesticated

CONGRATULATIONS TO
(@USERNAME)

Foto profile
pemenang

for winning shopeesticated quiz

kamu akan mendapatkan samsung
A01 dan saldo Shopee sebesar Rp.
100.000.,

LSPR X SHOPEE

8

Sharing Session

Logo
Shopeesticated

LSPR X SHOPEE

Sharing Session
with

Shopee Seller
terbaik



"Etika bisnis dalam
berbisnis online"

Saturday, 11 November 2020

Time: 7 pm

Logo shopee
live

LIVE ON SHOPEE LIVE

9 Announcement
Winner

Logo Shopeesticated

CONGRATULATIONS TO
(@USERNAME)



for winning blogging competition
kamu akan mendapatkan tab A8.0
dan saldo shopee sebesar
Rp. 750.000.,

LSPR X SHOPEE

10 Announcement
Winner

Logo Shopeesticated

CONGRATULATIONS TO
(@USERNAME)



for winning blogging competition
kamu akan mendapatkan tab A8.0
dan saldo shopee sebesar
Rp. 250.000.,

LSPR X SHOPEE

11 Announcement Winner

Logo Shopeesticated

CONGRATULATIONS TO
(@USERNAME)

rank

Foto profile
pemenang

for winning blogging competition
kamu akan mendapatkan tab A8.0
dan saldo shopee sebesar
Rp. 250.000.,

LSPR X SHOPEE

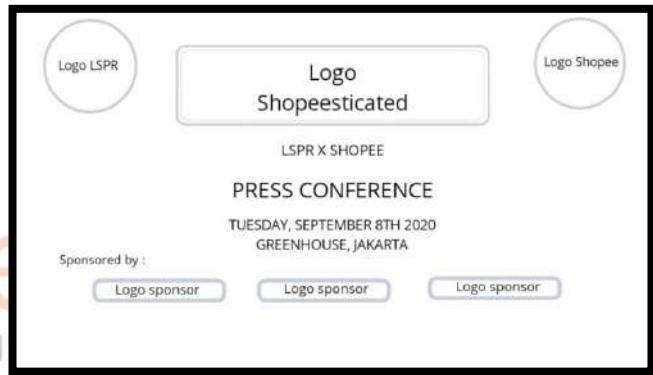
c) PUBLICATION CONCEPT

No.	Name	Concept
1	E-certificate Video Competition	

2 E-certificate
Blogging
Competition



3 Backdrop Press
Conference



d) PUBLICATION MATERIAL

A. FEATURE ARTICLE

Sylvia Roennfeld, Ketua Shopeesticated menyatakan bahwa, "Shopeesticated adalah kolaborasi pertama antara LSPR Communication dan Business Institute dengan Shopee Indonesia. Kolaborasi ini diadakan untuk mendukung penjual Shopee Indonesia meningkatkan pengetahuan mereka dalam etika bisnis dan keterampilan komunikasi. Rangkaian acara dimulai dengan kompetisi video online, diikuti dengan pelatihan tiga hari dan kompetisi rencana strategi komunikasi bisnis online dan akan diakhiri dengan Gala Dinner untuk mengumumkan para pemenang." Shopeesticated ini juga menjadi wadah bagi LSPR untuk membagikan ilmu komunikasi kepada para penjual di Shopee.

Tahun ini kegiatan Shopeesticated 2020 akan sangat seru, dimana kolaborasi antara LSPR X Shopee ini mengajak warganet khususnya kamu yang baru memluai bisnis online dan para pelajar SMA untuk ikut berpartisipasi dalam tiap sesi Shopeestecated ini. Mulai dari berkompetisi sekaligus berkonsultasi bersama Shopee seller yang sukses. Ada 5 acara yang bisa kalian ikuti dalam rangkaian Pre - event ini sebelum pelatihan dan gala dinner digelar. Antara lain Press Conference, sharing session tentang kunci sukses dalam bersinis online, Video Competition, Blogging Competition, Shopeesticated Quiz Program simak terus!!

B. PRESS CONFERENCE

Press conference ini akan diadakan 27 Mei 2020 di Greenhouse, Jakarta dan akan dihadiri oleh 65 media. Press conference ini sebagai pembuka serangkaian acara dalam kampanye Shopeesticated

"Get Ready with Me with Shopee Stuff "Video Competition"

Buat kamu yang suka Mix and Match barang, kalian bisa banget nih ikutin kompetisi ini dengan cara membuat video berdurasi 1 menit tentang persiapan diri kalian sebelum melakukan aktifitas dan bersiap diri untuk melakukan aktivitas menggunakan barang - barang yang di beli dari Shopee pastinya. Viedo harus di buat sekreatif dan semenarik mungkin. Video competition akan di mulai dari 22 November 2020. Akan ada banyak hadiah bagi pemenang kompetisi ini, antara lain dinner special dengan Prilly Latuconsina!

C. SHARING SESSION BARENG FELICYA ANGELISTA OWNER SCARLETT WHITENING

Siapa yang gak tau brand Scarlett Whitening? Ya, brand kecantikan yang belakangan ini banyak digunakan para selebgram itu ownernya yaitu Felicya Angelista merupakan salah satu Shopee Seller yang sukses loh! Penasaran gimana cara sukses seperti Felicya Angelista? Jangan sampai ketinggalan untuk nonton sharing session live di Instagram @shopee_ID ya! Informasi lebih lanjut bisa mengunjungi Instagram kami @shopeesticated

D. SHOPEESTICATED BLOGGING COMPETITION

Kalian yang suka nulis dan kreativitas publik dalam menulis bisa banget nih ikut kompetisi Shopeesticated Blogging Competition. Kompetisi ini akan diadakan dari 1 Oktober 2020 sampai dengan 15 Oktober 2020. Tema dari blogging competition ini adalah Etika bisnis dalam berbisnis online. Kalian akan di minta menuliskan feature article tentang opini, pengalaman atau tips and trick

tentang etika etika bisnis dalam berbisnis online hadiahnya sangat menarik loh, salah satunya adalah samsung tab A8.0 Yuk persiapkan diri kalian untuk mengikuti kompetisi ini!

E. SHOPEESTICATED QUIZ PROGRAM

Ingin mengukur seberapa dalam pengetahuan kalian tentang seller-seller di Indonesia pada etika bisnis dalam bersnis online? Cocok banget nih buat kalian yang suka mengasah pengetahuan kalian. Total pemenang dalam quiz ini ada 8 orang dan masing2 akan mendapat hadiah yang menarik salah satunya adalah handphone Samsung a01! Quiz ini pada tanggal 14, 17, 21 & 24 September 2020. Dicatat ya guys, jangan sampai ketinggalan!

Bagi kalian yang baru mulai dalam menjalankan bisnis oline terutama seller Shopee bisa banget buat ikutan acara kita, yaitu Training session yang akan di coaching langsung dari dosen-dosen LSPR yang tentunya mempunyai kredibilitas dalam bidang ini. Untuk terkait registrasi pihak dari Shopeesticated akan mengumumkan via sosial media. Registrasi di lakukan secara online dengan mengisi google form dan Training registrasi akan di lakukan dari tanggal 25 Oktober 2020 sampai dengan 8 November2020 info lebih lengkap bisa langsung ke Instagram @Shopeesticated.

F. QUESTION FOR SHOPEESTICATED QUIZ

1. Etika bisnis adalah cara-cara untuk melakukan kegiatan bisnis, yang mencakup seluruh aspek yang berkaitan dengan individu, perusahaan, industri dan juga masyarakat. Pelaku bisnis akan memperoleh kepercayaan dan citra yang baik di mata konsumen jika menjalankan etika bisnis. Lalu menurut pendapat anda, di era serba online ini, apakah ada pengaruh etika bisnis dengan online shop? Apakah online shop di era sekarang sudah menerapkan etika berbisnis online?
2. Sebutkan 6 etika jualan online
3. Sebagai pengguna atau pemilik online shop wajib mengetahui bahwa sekarang di Indonesia sudah memiliki Undang-undang tentang transaksi elektronik yaitu UU RI. No.11 th 2008 tentang Informasi dan Transaksi Elektronik dan UU RI. No.8 th.1999 tentang Perlindungan konsumen. Bagaimana cara kalian mengimplementasikan UU tersebut dalam bisnis kalian...
4. Anda seorang yang pembisnis yang baru bergabung ke Shopee. Produk yang anda jual adalah pelurus rambut, seketika ada kostumer yang sudah membeli produk anda dan tidak lama kemudian kostumer itu kembali dan komplain akan produk anda, yang dimana bukan kesalahan dari anda apa yang anda lakukan dalam menyikapi pembeli itu? Gunakan jawaban dengan kode etik dalam berbisnis online

VIII. SPONSORSHIP DIVISION

a) Proposal Sponsorship

PROPOSAL SPONSORSHIP

SHOPEESTICATED

(Shopee Business Ethic Through Communication and Education)

Public Relations Showcase 2020



LSPR X SHOPEE

A. BACKGROUND ABOUT OUR EVENT



LSPR Communication and Business Institute have collaboration with Shopee Indonesia. This event to corporate between LSPR & Shopee. The propose this event to provide a series of training for Seller to develop knowledge in Online Business ethics and communication strategy including service excellence needed in this globalization era. This event also to attract the attention of sellers outside Shopee to be interested in joining Shopee.

Our event is named **SHOPEESTICATED** stands for ***Shopee Business Ethics through Communication and Education***. This event including training, business strategy plan competition among Shopee's seller, online video competition. And the event will close with Gala Dinner to announce the winners.

B. OBJECTIVE

To provide knowledge about Communication Business Ethic, Service Excellent and Communication Business Ethics to Small Medium Enterprise in the globalization era.

C. ABOUT THE EVENT

- In Pre-Event there will be Register for a training session, sharing Session with a successful Shopee seller and social media competition.
- In Main Event there will be Training Session. The training will talk about service quality, public speaking, professional communication.
- In Post Event there will be closed by Awarding Night.

D. OUTPUT

a. PRE-EVENT

- **Press Conference**

Date : Tuesday, 8 September 2020

A press conference was held to inform the public and the media about Shopeesticated and a series of activities carried out during the pre-event.

RUNDOWN

No.	DESCRIPTION	TIME	SPEAKERS	PIC
1	Registration for media and goodie bag's distribution	13.00 – 12.30	-	Dwika A
2	Opening Speech form LSPR	13.30 – 13.45	Sylvia Roenfeld, M.Si.	Dwika A
3	Speech from Shopee representatives related to Shopee collaboration with LSPR	13.45 – 14.00	Shopee representative	Nyoman R
4	Speech from the head of the Shopeesticated committee about a series of pre-event events that will be conducted	14.00 – 14.30	Stefanie Tanaki	Izky S
5	Question and Answer	14.30 – 14.45	-	Nyoman R
6	Closing speech from LSPR and snack box distribution	14.45 – 15.00	-	Angel O

- **Social Media Campaign**

Date : September 2020 – March 2021

For social media campaign, we will use Instagram, Twitter, Facebook and YouTube. We choose it because based on the data, these social media are included in the top 10 most widely used social media.

- **Quiz Program**

Date : September, 14th, 17th, 21nd, 24th

This quiz program called Shopeesticated Quiz. This quiz program aims to measure how deep the knowledge of sellers in Indonesia about business ethics in doing business online. This quiz takes the form of questions and case studies. This program will be held via Instagram @Shopeesticated. This program will be held for 2 weeks where every week the quiz will be held 2 times on Monday and Thursday and the quiz will start uploading at 7 pm and will end at 7 pm and the next day (24 Hours). So, there are a total of 4 quizzes over 2 weeks. Total winners in this program are 8 people with the details of each quiz will be selected by 2 winners. The prizes are:

- Each of the winners will get Samsung (mobile) A01 and Shopee Pay amount of Rp 100,000

- **Blogging Competition**

Date : October, 1st – October, 15th 2020

This competition will be held to accommodate public creative ideas of writing. Name of this competition is Shopeesticated Blogging Competition. This competition will be held from October, 1st 2020 until October, 15th 2020. The theme of this competition is business ethics in the online business era. On this competition, participants have to write a feature article about the related theme. (it can be opinion, experience or tips and tricks). Participants must send the article to Shopeesticated's email before the deadline. There will be three winners in this competition. The Prizes are :

- 1st winner will get Samsung Tab A8.0 and ShopeePay amount Rp 750.000,
- 2nd winner will get Samsung Tab A8.0 and ShopeePay amount Rp 500.000,
- 3rd winner will get Samsung Tab A8.0 and ShopeePay amount Rp 250.000

- **Video Competition**

Date : November, 22nd – December, 6th 2020

This competition will be held from June, 10th 2020 until July, 1st 2020. Participants have to make a video with one-minute duration about “GET READY WITH ME WITH SHOPEE STUFFS”. Participants must upload their video to their first Instagram, follow @Shopeesticated and @Shopeeindonesia on Instagram and use hashtag #getreadywithShopee, #SHOPEESticated2020, #ShopatSHOPEE, #SHOPEEVideocompetition on their caption. The video is about participant outfit before they do their activities and after the participant changing their outfit that they bought from Shopee. The main target of this competition is a student from High School and Shopee users. Deadline for upload the video is on July, 1st 2020. Assessment categories of the winners are:

- There will be ten winners on this social media competition
- Each winner will get a certificate, LSPR goodie bag, cash Rp.500.000 and dinner with Prilly Latuconsina (for each winner). For 1st, 2nd and 3rd winner they will get an additional prize, Jan sport backpack bag.
- The winner will be announced on June, 21st 2020 and will be invited to attend the awarding night on July, 6th 2020.

- **Sharing Session with a Successful Shopee Seller**

Date : November, 4th 2020 (Instagram), November, 11st 2020 (Shopee Live)

This sharing session will be held twice on the Instagram @Shopee_ID account and the Shopee Live Shopee Seller account. In this session, sharing will be held about the keys to successfully running an online business. In addition, the speaker will also ask about the experiences of the audience while shopping online. Then there will also be a QnA. The guest star who will be the speaker is Felicya Angelista who is the owner of Scarlett Whitening (Scarlett Whitening is also sold at Shopee). Also, Felicya will live on Instagram @Shopee_ID. Furthermore, guest stars who will live on Shopee Live are sellers who have the best reviews and most sales on Shopee (database from Shopee).

- **Registration for Training Session**

Date : October, 25th – November, 8th 2020

Database of Shopee's SME will be given by Shopee. The registration process will be done online. We will send the registration link to SME's contact person. We will also announce this registration on our social media.

b. MAIN EVENT

- **Training Session**

Date : December, 8th 2020 until December, 10th 2020

The training session will be held for three days and for three batches. Each batch has 25 participants. So, there will be 75 participants in total for three days of training. The training is about business ethics, customer service professional, public speaking, persuasive communication and Shopee's product knowledge. At the end of the session, we will do a practice. The details about the training are:

- Sesi 1: Service Quality. On this session, the trainer will explain about Shopee's product knowledge so they can improve their service with Shopee's features the training is also about tips and trick about how to take a photo, so the products will look interesting.
- Sesi 2: Public Speaking. On this session, the trainer will explain about how to speak properly on the public. Shopee seller can use Shopee Live for practice.
- Sesi 3: Professional Communication. On this session, the trainer will explain about how to communicate professional and persuasive. They can also practice it when they do live session on Shopee Live, from the words on the caption for the products or when they reply the customers' chat (include the accuracy and the speed of replying).
- Sesi 4: Exercise. On this session, the participant must practice all the lessons that have been learned from the previous session. The participant will be separated into three groups and take turns practicing with all trainers. (example: the first group will be exercise about service quality, the second group about public speaking and third group about professional communication. After finished, they will be switch to take another practice with other trainer so everyone will get practice from all trainers).

Trainers for the training session are LSPR Lecturers and there will be talk show session with Professional Shopee Seller (non-influencer). Each session will be held a QnA.

Rundown:

DAY 1 (December, 8th 2020)

No	Time	Durasi	Activity	Moderator & Speaker
1	10.30	-	Open Gate	-
2	10:30 - 10:55	25'	Registration & goody bag	-
3	10:55 - 11:00	5'	Opening Speech by SHOPEE	-
4	11:00- 11:45	45'	Training Session 1 : Service Quality	Moderator : Okky Alparessi, M.Si.
			*Product Knowledge	Speaker : Aditya Nugroho, S.Si., M.Ds.
			*Tips & Trick of photo concept	
5	11:45 - 12:30	45'	Training Session 2 : Public Speaking	Moderator : Surianto, M.I.Kom Speaker : Riska Afrianti, M.Si.
6	12:30 - 13:30	60'	Lunch Break + ISHOMA	-
7	13:30 - 14:15	45'	Training Session 3 : Professional Communication	Moderator : Mika Yulius Cobis, M.Si. Speaker : Rizka Septiana, S.Sos, M.Si, IAPR
8	14:15 - 15:00	45'	Talkshow with Guest Star	Moderator : Tim Shopee Speaker : Owner Eriko Store
9	15:00 - 15:30	30'	Coffee Break	-
10	15:30 - 16:30	60'	Training Session 4 : Exercise	Moderator : Time Shopee Speaker : All Speaker

DAY 2, (December, 9th 2020)

No	Time	Durasi	Activity	Moderator & Speaker
1	10.30	-	Open Gate	-
2	10:30 - 10:55	25'	Registration & goody bag	-
3	10:55 - 11:00	5'	Opening Speech by SHOPEE	-
4	11:00- 11:45	45'	Training Session 1 : Service Quality *Product Knowledge *Tips & Trick of photo concept	Moderator : Okky Alparessi, M.Si. Speaker : Aditya Nugroho, S.Si., M.Ds.
5	11:45 - 12:30	45'	Training Session 2 : Public Speaking	Moderator : Surianto, M.I.Kom Speaker : Riska Afrianti, M.Si.
6	12:30 - 13:30	60'	Lunch Break + ISHOMA	-
7	13:30 - 14:15	45'	Training Session 3 : Professional Communication	Moderator : Mika Yulius Cobis, M.Si. Speaker : Rizka Septiana, S.Sos, M.Si, IAPR
8	14:15 - 15:00	45'	Talkshow with Guest Star	Moderator : Tim Shopee Speaker : Owner Bittersweet by Najla
9	15:00 - 15:30	30'	Coffee Break	-
10	15:30 - 16:30	60'	Training Session 4 : Exercise	Moderator : Time Shopee Speaker : All Speaker

DAY 3, (December, 10th 2020)

No	Time	Durasi	Activity	Moderator & Speaker
1	10.30	-	Open Gate	-
2	10:30 - 10:55	25'	Registration & goody bag	-
3	10:55 - 11:00	5'	Opening Speech by SHOPEE	-
4	11:00- 11:45	45'	Training Session 1 : Service Quality *Product Knowledge *Tips & Trick of photo concept	Moderator : Okky Alparessi, M.Si. Speaker : Aditya Nugroho, S.Si., M.Ds.
5	11:45 - 12:30	45'	Training Session 2 : Public Speaking	Moderator : Surianto, M.I.Kom Speaker : Riska Afrianti, M.Si.
6	12:30 - 13:30	60'	Lunch Break + ISHOMA	-
7	13:30 - 14:15	45'	Training Session 3 : Professional Communication	Moderator : Mika Yulius Cobis, M.Si. Speaker : Rizka Septiana, S.Sos, M.Si, IAPR
8	14:15 - 15:00	45'	Talkshow with Guest Star	Moderator : Tim Shopee Speaker : Owner Shopatvelvet
9	15:00 - 15:30	30'	Coffee Break	-
10	15:30 - 16:30	60'	Training Session 4 : Exercise	Moderator : Time Shopee Speaker : All Speaker

- Seller Competition

Date : December, 11st 2020

Participants must practice all the material they have gotten in the training session such as changing product photos and captions in their shopee accounts to be more interesting. Shopee sellers must practice public speaking through shopee life and improve their service quality by answering customer chats and questions.

The winning categories:

- Best Photo Products
- Best Customer Service (based on the speed of replying chat).
- Best Public Speaking on Shopee Live
- The most persuasive caption
- Best of the best

Each winner will get a certificate and for the best will get an additional prize in the form of Shopee pay of Rp.3.000.000 and for the winner of the best photo products, best customer service, best public speaking and most persuasive caption each will get ShopeePay Rp.1.000.000.

- **Awarding Night**

Date : December, 14th 2020

All training participants are welcome to come to this event. In this event, participating Shopee SME will be given a placard as a form of appreciation. The winner of the competition will be announced at this event as well.

Rundown:

No	Time	Durasi	Activity
1	16.30	-	Open Gate
2	16:30 - 17:00	30'	Registration
3	17:00 - 17:05	5'	Opening by MC
4	17:05 - 17:15	10'	Opening Performance by LSPR Dance
5	17:15 - 17:20	5'	Bridging MC
6	17:20 - 17:30	10'	Opening Speech by LSPR
7	17:30 - 17:40	10'	Opening Speech by SHOPEE
8	17:40 - 17:45	5'	LSPR give a plaque to SHOPEE
9	17:45 - 17:50	5'	Bridging MC
10	17:50 - 17:55	5'	Playing video during Training Session
11	17:55 - 18:05	10'	Playing the winner of Social Media Competition
13	18:05 - 18:10	5'	Bridging MC
12	18:10 - 18:20	10'	Awarding for 10 Social Media Competition Winner and photo
13	18:20 - 18:25	5'	Dinner Queuing
14	18:25 - 19:25	60'	Dinner + Performance by LSPR Band
15	19:25 - 19:30	5'	Bridging MC
16	19:30 - 19:35	5'	Awarding for the winner of Best Photo Products and photo
17	19:35 - 19:40	5'	Awarding for the winner of Best Customer Service and photo
18	19:40 - 19:45	5'	Awarding for the winner of Best Public Speaking and photo
19	19:45 - 19:50	5'	Awarding for the winner of The Most Persuasive Caption and photo
20	19:50 - 19:55	5'	Awarding for Best of the Best and photo
21	19:55 - 20:00	5'	Closing MC

c. POST EVENT

- **Corporate Social Responsibility**

SEED (Shopee Empowers the Entrepreneurs with Diffable)

God has actually created man as the most perfect creature compared to other creatures created by Him. Various physical diversity from hair color, eyes and skin, to height caused by hereditary factors make the world feel more colorful. But it is undeniable that in this real-life we find our brothers and sisters with a limited physical condition. Such as cannot hear, cannot speak, cannot move actively, and so forth. Providing funds to MSMEs with disabilities is strived so that these funds can be used to support the businesses they pursue so that people with disabilities can meet their basic quality of life and stay healthy and have great enthusiasm in working in the globalization era. Shopee will contact one of the foundations listed above and contact the foundation's representative to attend the shopeesticated award night and receive funds prepared by the organizing committee.

- Dinner with Prilly Latuconsina

E. ORGANIZATIONAL STRUCTURE

Event Manager	Stefanie Tanaki
Vice Event Director	Dwika Anisa P.
Secretary	Laras Noviyanti Fatihah Khalifathul R.
Treasurer & Budgeting	Fika Almira Carissa Fairuz Difa
Event	Nyoman Recynta Izky Sidhunata Octaviani Olivia
Sponsorship	Nadita Nur Erika Lavinia Tania Audrey
Media Partnership	Desy Fitrianingsih Deianeira Woody Fitri Josye
Design	Nanda Aisyah Dinda Alyzha Amira Sherihan
Social Media	Desy Fitrianingsih Deianeira Woody Fitri Josye
Documentation	Sonia Marimbuna Daffa Muhammad A.
Promotion	Irene Garcia Zulfa Maharani Michael Pradipta
Publication	Niken Larasati Ninda Ayu Sarah Priscilla
Logistic & Equipment and Multimedia	Aulia Dara Anggie Anggraini Fericso Nealjapasia
Food & Beverage	Maharani Aliefyah Tresiany Margareth Ghina Rani

F. BUDGET

I. PRE-EVENT BUDGET

a) Campaign Budget

PRE EVENT (BUDGET CAMPAIGN)						
NO	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE	
PRESS CONFERENCE						
1	Tote Bag Canvas	Custom	65	Rp. 10.000/pc	Rp	650.000
2	Keychain	Custom	65	Rp. 14.900/pc	Rp	968.500
3	Pen	Custom	65	Rp. 4.000/pc	Rp	260.000
4	Notebook Spiral	Custom size A5	65	Rp. 25.000/pc	Rp	1.625.000
5	Folder Map	Custom	65	Rp. 4.000/pc	Rp	260.000
6	Powerbank	Merk Robot 10.000 mAh	65	Rp. 164.900/pc	Rp	10.718.500
7	ID Card	-	65	Rp. 500/pc	Rp	32.500
8	ID Card 9.5 x 13cm	Size 9.6 x 13 cm	65	Rp. 2.800/pc	Rp	182.000
9	ID Card Strap	-	65	Rp. 2.500/pc	Rp	162.500
SOCIAL MEDIA CAMPAIGN (INFLUENCER PRICES)						
10	Zahra Salsabila	Upload Snapgram	16 post	Rp. 100.00	Rp	1.600.000
11	Sarah Sabil	Upload Snapgram	16 post	Rp. 200.00	Rp	3.200.000
12	Prilly Latuconsina	Upload Snapgram	16 post	Rp. 350.00	Rp	5.600.000
13	Zulfa Maharani	Upload Snapgram	16 post	Rp. 200.00	Rp	3.200.000
14	Muhammad Riza Irsyadillah	Upload Snapgram	16 post	Rp. 200.00	Rp	3.200.000
PROGRAM QUIZ						
18	Prize for Winner	Shopee Pay Balance	8	Rp. 100.000/person	Rp	800.000
BLOGGING COMPETITION						
21	Prize for Winner	Samsung Tab A 8.0 2019	3 pcs	Rp. 1.919.000/pc	Rp	5.757.000
OTHER PRODUCTION & TECHNICAL EQUIPMENT						
31	T-Shirt for Crew	-	35 pcs	Rp. 60.000/pc	Rp	2.100.000
FOOD & BEVERAGES (FnB)						
36	Loby Snack	Package 1	104 pax	Rp. 19.500/pax	Rp	2.028.000
TOTAL BUDGET CAMPAIGN					Rp42.344.000	

b) Construction Budget

PRE EVENT (BUDGET CONSTRUCTION)					
PRESS CONFERENCE					
NO	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE
1	Locarion of Press Conference	Chair, Mic, Sound System, Projector	-	Rp. 1.500.00/hour	Rp 3.000.000
TOTAL BUDGET CONSTRUCTION					Rp3.000.000
TOTAL BUDGET PRE-EVENT					Rp45.344.000

II. MAIN EVENT BUDGET

a) Campaign Budget

MAIN EVENT (BUDGET CAMPAIGN)						
NO	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE	
PRESS CONFERENCE						
1	Tote Bag Canvas	Custom	62	Rp. 10.000/pcs	Rp 620.000	
2	Keychain	Custom	62	Rp. 14.900/pcs	Rp 923.800	
3	Pen	Custom	62	Rp. 4.000/pcs	Rp 248.000	
4	Notebook Spiral	Custom size A5	62	Rp. 25.000/pcs	Rp 1.550.000	
5	Folder Map	Custom	62	Rp. 4.000/pcs	Rp 248.000	
6	Powerbank	Merk Robot 10.000 mAh	62	Rp. 164.900/pcs	Rp 10.223.800	
7	ID Card Cover	Plastic Material size 9.5 x 13 cm	62	Rp. 500/pcs	Rp 31.000	
8	ID Card	Size 9.6 x 13 cm	62	Rp. 2.800/pcs	Rp 173.600	
9	ID Card Rope	Size 2 cm	62	Rp. 2.500/pcs	Rp 155.000	
TRAINING						
10	Tote Bag Canvas	Custom	75	Rp. 10.000/pcs	Rp 750.000	
11	Notebook Spiral	Custom size A5	75	Rp. 25.000/pcs	Rp 1.875.000	
12	Pen	Custom	75	Rp. 4.000/pcs	Rp 300.000	
13	Sticker	Custom and Cutting (1 sheet A3) Custom size A4	2 sheet	Rp. 55.000/pcs	Rp 110.000	
14	Certificated	Custom size A4	75	Rp. 2.500/pcs	Rp 187.500	
15	MC	Surianto, M.Ikom.		Rp. 1.000.000	Rp 1.000.000	
16	Moderator	Oki Alparessi, M.Ikom.		Rp. 1.000.000	Rp 1.000.000	
17	Speaker	Mahadi Asman, Sri Ulya Suskarwati, Kaezar Maulana		Rp. 1.500.000/session	Rp 18.000.000	
BUSINESS PLAN						
18	Placard for Winners Competitions	Acrylic material	8	Rp. 130.000/pcs	Rp 1.040.000	
19	Certificated	Size A4	10	Rp. 4.000/pcs	Rp 40.000	
20	Placard for Shopee	Acrylic and velvet material	1	Rp. 130.000/pcs	Rp 130.000	
AWARDING						
21	Decoration Sterofoam Materil	Height 2m, Thickness 5cm	2	Rp. 500.000/set	Rp 1.000.000	
22	Standing Photobooth	Pole Backgrond	1	Rp. 279.000/set	Rp 279.000	
23	Straw Rope	To hang a photos	2	Rp. 300/pcs	Rp 600	
24	Origami	For a variety of photo hangers (size 12x12 contains 100 sheets)	1	Rp. 6.000/set	Rp 6.000	
25	Styrofoam Letters + Lamp	Size 70cm	14	Rp. 250.000/alphabet	Rp 3.500.000	
26	Decoration Sterofoam Stage	Height 2m and width 2m	2	Rp. 900.000/set	Rp 1.800.000	
27	Vase Flower	Glass material (size 17cm)	15	Rp. 12.500/pcs	Rp 187.500	
28	Decorative Flowers	Blue Baby Breath	15	Rp. 29.000/pcs	Rp 435.000	
29	Decorative Flowers	White Baby Breath	15	Rp. 10.000/pcs	Rp 150.000	
30	Napkin	Orange Color	120	Rp. 11.500/pcs	Rp 1.380.000	
GUEST STAR						
31	Prilly Latuconsina	2 Songs		Rp. 5.000.000	Rp 10.000.000	
32	Vien Audrey	3 Songs		Rp. 100.000	Rp 300.000	
33	Ricky Watime	Standup Comedy		Rp. 2.500.000/15 minutes	Rp 2.500.000	
34	Nadiva & LSPR Band	2-3 Songs		Rp. 80.000	Rp 240.000	
35	LSPR Dance	Dance Group		Rp. 50.000	Rp 250.000	
PRINTED MATERIALS						
36	Printing Photos	Size A4, 3R, number of photos printed 25 photos, laminated	50	Rp. 24.500/sheet	Rp 49.000	
37	Print Tent Card	Size A4, Art Carton Material and Finishing Laminating	15	Rp. 9.000/pcs	Rp 135.000	
39	Print Lift Poster	Size A3	2	Rp. 4.000/pcs	Rp 8.000	
40	Banner	Size 4x2m, Flexi China Material	1	Rp. 120.000/pcs	Rp 120.000	
41	Print Table Mat	Size A4	120	Rp. 2.000/pcs	Rp 240.000	
42	Door Lift Sticker	70 x 200 cm	2	Rp. 240.000/set	Rp 480.000	
43	Print Poster Welcome	Size A3	2	Rp. 4.000/pcs	Rp 8.000	
PROMOTION						
44	Zahra Salsabila	Upload Snapgram	9 post	Rp. 100.000	Rp 900.000	
45	Sarah Sabilia	Upload Snapgram	9 post	Rp. 200.000	Rp 1.800.000	
46	Prilly Latuconsina	Upload Snapgram	9 post	Rp. 350.000	Rp 3.150.000	
47	Zulfa Maharan	Upload Snapgram	9 post	Rp. 200.000	Rp 1.800.000	
48	Muhammad Riza Irsyadillah	Upload Snapgram	9 post	Rp. 200.000	Rp 1.800.000	
FOOD & BEVERAGES (FnB)						
49	Monami Bakery	-	101	Rp. 20.000/box	Rp 2.020.000	
50	Mikaila Catering	mcs A (Coffee Break Day 1-3)	390	Rp. 24.000/pax	Rp 9.360.000	
51	Tiga Dara Catering	Package 1 (Training Day 1)	65	Rp. 29.000/pax	Rp 1.885.000	
52	Tiga Dara Catering	First Class Package 9 & 10 (Training Day 2 & 3)	130	Rp. 27.000/pax	Rp 3.510.000	
53	Medina Catering	Regular Buffet (Awarding Night)	120	Rp. 85.000/pax	Rp 10.200.000	
TOTAL BUDGET CAMPAIGN						Rp95.598.800

b) Construction Budget

MAIN EVENT (BUDGET CONSTRUCTION)					
NO	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE
PRESS CONFERENCE					
1	Long Table	Size 180 cm x 60 cm x 75 cm	8	Rp. 100.000	Rp 800.000
2	Sounds System	By AKUSEWA	1	Rp. 4.500.000	Rp 4.500.000
3	LED Screen	By AKUSEWA	1	Rp. 800.000	Rp 800.000
4	Chair	Chair & Cover	62	Rp. 15.000	Rp 930.000
TRAINING					
5	Long Table	Size 180 cm x 60 cm x 75 cm (rent for 3 days)	8	Rp. 100.000/day	Rp 2.400.000
6	Sounds System	By AKUSEWA (rent for 3 days)	1	Rp. 4.500.000/day	Rp 13.500.000
7	LED Screen	By AKUSEWA (rent for 3 days)	1	Rp. 800.000/day	Rp 2.400.000
8	Chair	Chair & Cover (rent for 3 days)	25	Rp. 15.000/day	Rp 1.125.000
AWARDING NIGHT (DECORATION)					
9	Red Carpet	Available at campus LSPR (Entrance Area)			
10	Standing Poster	Available at campus LSPR (Registration Area)	2		
11	Standing Plan	Available at campus LSPR (Registration Area)	1		
12	Round Table	Available at campus LSPR (Registration Area)	1		
13	Chair	Available at campus LSPR (Registration Area)	2		
14	Table Cover	Available at campus LSPR (Registration Area)	1		
15	Screen Projector	Available at campus LSPR (Stage)			
16	Podium	Available at campus LSPR (Stage)			
17	Square Table	Available at campus LSPR (Round Table)	5		
18	Round Table	Available at campus LSPR (Round Table)	10		
19	Chair	Available at campus LSPR (Round Table)	120		
20	Chair Cover	Available at campus LSPR (Round Table)	120		
21	Table Cover	Available at campus LSPR (Round Table)	15		
TOTAL BUDGET CONSTRUCTION					Rp26.455.000
TOTAL BUDGET MAIN EVENT					Rp122.053.800

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III. POST EVENT BUDGET

a) Campaign Budget

POST EVENT (CAMPAIGN)						
NO.	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE	
SPEECH SPEAKERS						
1	Okky Alparessi	MC		Rp.	1.000.000	Rp. 1.000.000
GUEST STAR						
2	Prilly Latuconsina	Speakers & Lunch With The Winner		Rp.	5.000.000	Rp. 5.000.000
3	Angkie Yudistia	Speakers & Trainer		Rp.	1.500.000	Rp. 1.500.000
4	Nadita Nur Rizkika	Trainer		Rp.	1.000.000	Rp. 1.000.000
5	LSPR Band	3-4 Songs		Rp.	80.000	Rp. 240.000
PROMOTION						
6	Zahra Salsabila	Upload Instagram	12 post	Rp.	100.000	Rp. 1.200.000
7	Sarah Sabilla	Upload Instagram	12 post	Rp.	200.000	Rp. 2.400.000
8	Prilly Latuconsina	Upload Instagram	12 post	Rp.	350.000	Rp. 4.200.000
9	Zulfa Maharani	Upload Instagram	12 post	Rp.	200.000	Rp. 2.400.000
10	Muhammad Riza Irsyadillah	Upload Instagram	12 post	Rp.	200.000	Rp. 2.400.000
SEED PROGRAM						
11	Blacu Fabric	For the "Stitching" Technique Workshop and Making Scrunchies	64 pcs	Rp.	7.750/150cm	Rp. 496.000
12	Pemidangan		64 pcs	Rp.	12.800/25cm	Rp. 819.200
13	Sulam Needle		64pcs	Rp.	2.000/pax	Rp. 128.000
14	Yarn Scissors		64 pcs	Rp.	2.400/pax	Rp. 153.600
15	CSR Program	Giving Donation for Yayasan Wisma Cheshire		Rp.	10.000.000	Rp. 10.000.000
PRINTED MATERIALS						
16	Que Card	Size A4, Art Paper for MC	2 pcs	Rp.	2.000/pcs	Rp. 4.000
17	X - Banner	Flexi China 340 Size 60 x 160	1 set	Rp.	55.000/pcs	Rp. 55.000
18	Brochure	Size A4 (lipat 3)	64 pcs	Rp.	2.000/pcs	Rp. 128.000
19	Flyer	Size A4	64 pcs	Rp.	2.000/pcs	Rp. 128.000
VIDEO COMPETITION						
20	Tote Bag LSPR	Five Winners	5 pcs	Rp.	10.000/pcs	Rp. 50.000
21	Notebook	Five Winners	5 pcs	Rp.	25.000/pax	Rp. 125.000
22	Pen	Five Winners	5 pcs	Rp.	4.000/pcs	Rp. 20.000
23	Key Chain	Five Winners	5 pcs	Rp.	14.900/pcs	Rp. 74.500
24	Certificate	Five Winners	5 pcs	Rp.	2.500/pcs	Rp. 12.500
25	Certificate Frame	Five Winners	5 pcs	Rp.	22.500/pcs	Rp. 112.500
26	Jansport Backpack	Best of The Best	1 pcs	Rp.	329.450/pcs	Rp. 329.450
27	Samsung Galaxy M11	Best of The Best	1 pcs	Rp.	2.099.000/pcs	Rp. 2.099.000
28	Cash Money	Best of The Best		Rp.	500.000/pcs	Rp. 500.000
LUNCH WITH PRILLY LATUCNSINA						
29	Nona Judes	Chicken Package	43 Pax	Rp.	41.500/pax	Rp. 1.784.500
FOOD & BEVERAGE SEED CSR DAY I						
30	Fumida Catering	Hainanese Rice Package	105 pax	Rp.	30.000/pax	Rp. 3.150.000
FOOD & BEVERAGE SEED CSR DAY II						
31	Kulina	Butter Rice Chicken Teriyaki Package	105 pax	Rp.	25.000/pax	Rp. 2.625.000
FOOD & BEVERAGE SME FORUM WEBINAR SERIES						
32	Tiga Dara Catering	First Class Package 4	8 pax	Rp.	30.000/pax	Rp. 240.000
33	Tiga Dara Catering	Economy Class Package 1	35 pax	Rp.	20.000/pax	Rp. 700.000
MEDIA PARTNER						
34	Kompas.com	Online Media News (Pre, Main, Post)		Rp.	1.500.000	Rp. 4.500.000
35	Prambors FM	Radio (Pre, Main, Post)		Rp.	1.500.000	Rp. 4.500.000
36	Trans 7	TV (Pre, Main, Post)		Rp.	1.500.000	Rp. 4.500.000
37	NET TV	TV (Pre, Main, Post)		Rp.	1.500.000	Rp. 4.500.000
38	Poskota News	Print Media (Pre, Main, Post)		Rp.	1.500.000	Rp. 4.500.000
TOTAL BUDGET CAMPAIGN						Rp. 67.574.250

b) Construction Budget

POST EVENT (BUDGET CONSTRUCTION)							
NO	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE		
TECHNICAL DETAILS POST-EVENT							
1	Sofa	The winners are invited to sit while waiting for the shuttle bus that will pick them up to Nona Judes restaurant.	1	-	-		
2	Microphone	By SPRO&AKUSEWA	1 set	Rp. 4.500.000/set	Rp	4.500.000	
	Screen						
	Headphone						
3	Camera	For photo sessions during the event (Available from campus LSPR Jakarta)	1 set	-	-		
4	LSPR Shuttle Bus	Available in campus LSPR Jakarta	-	-	-		
"SEED" CSR DAY 1							
5	Microphone	Vendor by SPRO & AKUSEWA	1 set	Rp. 3.500.000/set	Rp	3.500.000	
6	Sounds System	Vendor by SPRO & AKUSEWA	1 set	Rp. 3.500.000/set	Rp	3.500.000	
7	Microphone						
	Sounds System						
"SEED" CSR DAY 2							
7	Microphone	Vendor by SPRO & AKUSEWA	1 set	Rp. 3.500.000/set	Rp	3.500.000	
8	Sounds System						
SME FORUM WEBINAR SERIES							
9	Zoom Pro	Platform Webinar Series	100 participants	Rp. 235.000	Rp.	235.000	
10	LSPR TV Camera	Available at Campus LSPR	-	-	-	-	
11	Microphone						
12	Tripod						
13	Camera	Available at campus LSPR	-	-	-	-	
14	Laptop						
15	Sofa						
16	Band Equipment	Available at campus LSPR	-	-	-		
TOTAL BUDGET CONSTRUCTION						Rp. 11.735.000	
TOTAL BUDGET POST EVENT						Rp 79.309.250	

IV. TOTAL BUDGET

GRAND TOTAL BUDGET CAMPAIGN AND CONSTRUCTION		
NO.	DETAIL	TOTAL PRICE
1	Total Budget Campaign	Rp 205.517.050
2	Total Budget Construction	Rp 41.190.000
GRAND TOTAL		Rp 246.707.050

SPONSORSHIP TYPE

PLATINUM

Rp. 20.000.000

- Have the right to put up and distribute promotional tools and materials in the venue during the event.
- The company logo is available in the middle of a large A4 poster with a large size logo placed at the top of the brochure and there is only the logo as a sponsor.
- The company logo is in the middle of the A3 size elevator poster with a large logo size placed at the top of the flyer and there is only the logo as a sponsor.
- The company logo is on the VIP invitation A5 invitation size.
- The company logo is printed on the committee's ID Card. the committee's shirt, and notebook with a large size and in the middle.
- Have the right to put a stand space for the product, in LSPR Communication and Business Institute for five days (stand size: 2 x 1 m).
- The MC will mention the company or product name opening, break, and closing.
- Have the Right to put information at social networking for 4 times a week for one week.
- Video display of company advertisements during break and lunch
- The sponsor logo is published in advertising activities in print and mass media.

Silver

Rp. 10.000.000

- Have the right to put up and distribute promotional tools and materials in the venue during the event.
- The company logo is available in the middle of a large A4 poster with a medium-size logo placed at the bottom of the brochure. The company logo is in the middle of the A3 size elevator poster with a medium logo size placed at the bottom of the flyer and there is only the logo as a sponsor.
- The company logo is on the VIP invitation A5 invitation size
- The company logo is printed on the committee's ID Card. the committee's shirt and notebook with a medium size.
- Have the Right to put information at social networking for 2 times a week for one week.
- The MC will mention the company or product name opening, break, and closing.

BRONZE

Rp. 5.000.000

- Have the right to put up and distribute promotional tools and materials in the venue during the event.
- The company logo is available in the middle of a large A4 poster with a small size logo placed at the bottom of the brochure.
- The company logo is in the middle of the A3 size elevator poster with a small logo size placed at the bottom of the flyer and there is only the logo as a sponsor.
- The company logo is on the VIP invitation A5 invitation size
- The company logo is printed on the committee's ID Card. the committee's shirt and notebook with a small size.

- The MC will mention the company or product name opening, break, and closing.
- Have the Right to put information at social networking for 1 time a week for one week.

CLOSING

With this proposal, we hope that your company will consider in participating as a sponsor to PR showcase SHOPEESTICATED. We would be grateful if you could give us confirmation about your participation not later than 1 June 2020. Thank you for your attention and we are looking forward to a mutually beneficial working relationship with you and your company.



b) LIST PERUSAHAAN

NO	LIST COMPANY	ADDRESS	CONTACT	DESCRIPTION
1.	PT. Sinar Sosro	Jl. Raya Bekasi KM.28 cakung, Jakarta Timur	(021)8840855 contactus@sosro.com	PT. Sinar Sosro is a company engaged in the field of soft drinks, especially those made from tea. PT Sinar Sosro is the first ready-to-drink bottled tea company in Indonesia and in the world.
2.	PT. Unilever Indonesia	Wisma Nestle lt.5, arkadia office park JL. Letjen TB Simatupang, Kav.88, Jakarta	(021)78836000 www.unilever.co.id	PT. Unilever Indonesia Tbk (UNVR) is engaged in manufacturing, marketing and distribution of consumer goods including soap, detergent, margarine, milk-based foods, ice cream, cosmetic products, tea-based drinks and fruit juices.
3.	PT. Tirta Fresindo Jaya	Jl. Daan Mogot KM. 18, Cengkareng, Jakarta 11840 – Indonesia	62 (21) 80637000 consumer@mayora.co.id	PT Tirta Fresindo Jaya is one of Mayora Group's subsidiaries engaged in the production and distribution of Mineral Water products.
4.	PT. Singa Mas Indonesia	Jalan Ancol Barat VIII, RT.1/RW.3, RT.1/RW.3, Ancol, Pademangan, North Jakarta City, Jakarta 14430	(021) 6919999 www.sinagamasindonesia.co.id	PT. Singa Mas Indonesia, is a subsidiary of Charoen Pokphand Group that specializes in the RTD beverage industry. PT. Singa Mas Indonesia, has

				2 factories, in Cikande West Java and in Pandaan East Java, whose sales area covers all of Indonesia, from Sabang to Papua.
5.	PT. ABC President Indonesia	Rukan Artha Gading, Jl. Raya Klp. Gading Permai No.32-34, RT.18/RW.8, Klp. Gading Bar., Kec. Klp. Gading, Kota Jkt Utara, Daerah Khusus Ibukota Jakarta 14240	(021) 4535678 www.abcpresident.com	The ABC brand has long been widely known by the people of Indonesia as a high quality product and is one of the leaders of the food and beverage market in Indonesia. PT ABC President Indonesia is now known as one of the best noodle producers in Indonesia. ABC noodles are the market leaders in the spicy noodles category.
6.	PT. Tirta Investama	Jl. Pulo Kambing II No.35, RW.11, Jatinegara, Kec. Cakung, Kota Jakarta Timur, Daerah Khusus Ibukota Jakarta 13930	0857-8039-3560 aqua.co.id	PT Tirta Investama Tbk is a company that has a subsidiary engaged in the production and bottling of drinking water in Indonesia and Brunei Darussalam. Its activities also include the distribution of bottled water.
7.	PT Indofood CBP Sukses Makmur Tbk, Ancol	Jl. Ancol barat I Jl. Ancol Barat VIII No.4, RT.1/RW.3, Ancol, Kec. Pademangan, Kota Jkt Utara, Daerah Khusus Ibukota Jakarta 14430	(021) 6907141 www.indofood.com	PT. Indofood Sukses Makmur Tbk. is a manufacturer of various types of food and beverages based in Jakarta, Indonesia

8.	Dapur Solo Lunchbox	Jl. Matraman Raya No.18, RT.2/RW.1, Kb. Manggis, Matraman, Kota Jakarta Timur, Daerah Khusus Ibukota Jakarta 13150	Call Center: 1500 373 CS: 0858 8811 1988 (WA/SMS)	starting from a modest house garage in 1988 with capital just a mortar and a blender, the birth of Dapur Solo started with the desire to fill spare time by providing salad and various juices for children who come home from school and mothers in a residential area.
9.	Puspa Catering	Jl. Pancoran Timur Raya No.21, RT.5/RW.2, Pancoran, Kec. Pancoran, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12780	<u>(021) 7994761</u>	Puspa Catering Services was founded in 1984 with the primary goal of providing the best service and becoming a partner in organizing parties. With more than 25 years of experience in catering, our services are supported by professionals, excellent product quality and classy hotel services.
10.	lemon.ink	Jl. Cempaka Putih Permai No.6, RT.12/RW.5, Cemp. Putih Tim., Kec. Cemp. Putih, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta 10510	<u>0838-7520-8717</u>	Customize Shop for t-shirts, sweaters, tote bags and others
11.	PT Charoen Pokphand Indonesia	Jl. Ancol Barat VII No.1, RT.1/RW.3, Ancol, Kec. Pademangan, Kota Jkt Utara, Daerah	<u>(021) 6919999</u>	PT Charoen Pokphand Indonesia develops business in the food processing

		Khusus Ibukota Jakarta 14430		industry made from chicken with a factory in Cikande, Serang, which is one of the most modern chicken processing factories in Indonesia.
12.	PT Nestlé Indonesia	Perkantoran Hijau Arkadia, Tower B, 5th Floor Jalan Letjen T. B. Simatupang Kav. 88 Jakarta 12520	Telepon: +62 21 7883 6000 Fax: +62 21 7883 6001	Nestlé is a multinational company in Vevey, Switzerland engaged in food and beverage. Founded in 1868 by Hendry Nestlé. The company produces nutritional foods and nutritional drinks such as baby food, milk, coffee, chocolate, and others.
13.	PT mayora indah tbk	Jalan Daan <u>Mogot KM.</u> 18, <u>Cengkareng, Jak</u> <u>arta 11840</u>	(021) 80637400	PT. MAYORA INDAH Tbk is a business group that produces leading food in Indonesia. Mayora Indah has grown to become one of the Fast Moving Consumer Goods Industry companies that have been recognized globally.
14.	PT Kaldu Sari Nabati Indonesia	Jl. TB Simatupang No.18, RT.2/RW.1, Ps. Minggu, Kec. Ps. Minggu, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12540	(021) 50152738	PT Kaldu Sari Nabati Indonesia or Nabati is one of the consumer product business groups in Indonesia, which was founded in 2002. The company is famous for producing Nabati

				branded snacks with Richeese and Richoco flavours, Nabati Drillo, Nabati Hansel, Nabati Vernet and Nextar.
15.	PT. Sari Ayu Indonesia	Gedung Pusat Niaga Terpadu, JL. Daan Mogot, KM 19, 6 Blok 2 No. 8B, RT.001/RW.001, Poris Plawad, Kec. Tangerang, Kota Tangerang, Banten 15119	(021) 54392551	Martha Tilaar Group begins from a small beauty salon established by DR. (H.C.) Martha Tilaar at a garage sized 4x6 meter in 1970. In 1981, the company called PT. Martina Berto was founded by Dr. HC. Martha Tilaar, (the late) Pranata Bernard, and Theresa Harsini Setiady, established the first modern factory on Jl. Pulo Ayang No. 3, Pulogadung Industrial Estate, which manufactures cosmetics and herbal medicine with brand "Sariayu-Martha Tilaar" for the first time. In 1986, the Company established a second modern factory on Jl. Pulo Kambing, Pulogadung Industrial Estate ("Pulo Kambing Factory").

16.	Tshirtbar	Jl. Abdul Majid Raya No.6A, RT.11/RW.7, Cipete Utara, Kec. Kby. Baru, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12150	<u>0818-0839-2323</u>	Tshirtbar was born in 2013 as a digital t-shirt printing service provider using Direct To Garment technology in Jakarta. At that time we saw the need for apparel and custom clothing in Indonesia is growing and has many challenges. Therefore we want to use digital technology as a solution for the production of custom clothing in Indonesia.
17.	DYOTess	Jl. Batu Wadas No.87, RT.6/RW.3, Batu Ampar, Kec. Kramat jati, Kota Jakarta Timur, Daerah Khusus Ibukota Jakarta 13520	<u>0812-1256-7443</u>	DYOTees provides various clothing convection needs (screen printing & sublime) for Individuals, Companies, Organizations, and Agencies. We have an extensive and adequate workshop of course supported by quality tools and an experienced & professional production team.
18.	PT Matahari Department Store Tbk	PT Matahari Department Store Tbk Menara Matahari 8th - 15th floor JI.Boulevard Palem Raya No.7 Lippo Karawaci, Tangerang 15811	0821-1500-838	PT Matahari Department Store Tbk ("Matahari" or "Company") has a long history in the Indonesian retail world. Starting the journey on October 24, 1958 by opening its first

				outlet in the form of a children's fashion store in the Pasar Baru area of Jakarta, Matahari stepped forward by opening the first modern department store in Indonesia in 1972. Since then Matahari has established itself as a national original brand.
19.	PT Ramayana Lestari Sentosa Tbk	Jl. Wahid Hasyim 220 A-B Jakarta 10250 Indonesia	0821-3914566 0821-3920480	Ramayana Lestari Sentosa (IDX: RALS) is a supermarket chain that has many branches in Indonesia. In addition to department stores that sell clothing products such as clothes and shoes, Ramayana also has a supermarket or supermarket that sells food and daily necessities.
20.	Pluffy's Choice	Golf Lake Residences, RT.7/RW.14, Cengkareng Tim., Kecamatan Cengkareng, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta 11830	0821-1000-0931	Pluffy's Choice is not just an average online shop, it is so much more than your commonplace store. Pluffy's Choice provides what is truly essential to all girls and women; it's not only what you want, but also what you certainly need! Quality assurance of product election is held directly by <i>Pluffy's Choice</i> very own owner. She

				exclusively selected every each of the items that are sold since she has personally craved for everyone who is using Pluffy's Choice products to be pleased by using the products continuously because of their exemplary quality. In addition, although the items are peculiarly one of a kind and worth the high price, the owner chooses to sell them in affordable prices just because she wants Pluffy's Choice customers to be happy and satisfied!
21.	PT DINAMIKA ANAK MUDA NASIONAL PT DINAMIKA ANAK MUDA INDONESIA	Jl. Tomang Utara No.15, RT.5/RW.10 Tomang, Kec. Grogol petamburan Kota Jakarta Barat 11440 Indonesia	021 22564633	PT. The Dynamics of the National Youth (Damn! I Love Indonesia) Established on October 28, 2008. Founded by Daniel Mananta as a form of appreciation for his homeland, Indonesia. Daniel introduced the label PT. The Dynamics of the National Youth (Damn! I Love Indonesia) as an effort to contribute is one of the parts in the conservation of Indonesian culture. Daniel introduced the brand to inspire young Indonesians

				to be more aware and proud of the heritage, culture and history of the Indonesian people.
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V. DOCUMENTATION DIVISION

PHOTO & VIDEO CONCEPT PR SHOWCASE

A. PHOTO CONCEPT

- Use effects for the photos before post it on social media
- The photo will stock more than 50 photos from each event
- Photographic Technique:
 - ✓ **Illustration of Press Conference** = The pictures would take by Long Shot – Medium Longshot because it would illustrate the event situation with the crowd. Using a wide lens to get pictures with the wide point.

STORY BOARD

a) ILLUSTRATION OF PRESS CONFERENCE

	The picture illustrated that Medias are doing the registration.
	The picture illustrated before the press conference started. The audience waiting for the committee to do the double-check before the event started, it also illustrated the audience waiting for another audience to come.
	The photo concept would be taken when the speaker, audience, and moderator doing the Press Conference.



This picture is illustrated press conference, how moderator and the speakers tell the information to the media (audience) about the event.



These pictures are illustrated in the photo session with the speakers after doing the press conference.

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II. VIDEO CONCEPT

Video graphic Technique:

➤ Pre-Event

Press Conference

- Documentary Type Shoot
- B-Roll normal speed
- Voice On with overlay music
- Longshot, Medium Long-shoot, Medium Close Up

<https://www.youtube.com/watch?v=n9ou6a0SIPo>

ILLUSTRATION OF STORYBOARD

	The opening video will be using the logos of the event.
	And then it would start to show the registration table.
	Media (audience) would register before the press conference starts, so the committee would know when the press conference is going to start.
	Next, the video would present the locations of the press conference.



The audience situation before and during the press conference.



Then the video would show the MC/moderator to start a few words.



Then it continues with the moderator and speakers to give the information about the main event that would be held.



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And for closing, it would appear LSPR and Shopee's logo to show everyone that this event is presented by LSPR that collaborate with Shopee.

VI. LOGISTIC & EQUIPMENT and MULTIMEDIA DIVISION

a) PRE – EVENT EQUIPMENT AND LOGISTIC CAMPAIGN

MEDIA KIT / PRESS KIT				
NO	ITEMS	QTY	PRICE	TOTAL PRICE
1.	Tote bag material canvas custom	65 pcs	10.000/pcs	650.000
				
2.	Keychain Custom	65 pcs	14.900/pcs	968.500
				
3.	Custom Pen	65 pcs	4.000/pcs	260.000
				

4.	Notebook Custom Spiral A5		65 pcs	25.000/pcs	1.625.000
5.	ID Card cover plastic size 9.5x13		65 pcs	500.00/pcs	32.500
6.	ID Card size 9.5x13cm		65 pcs	2.800/pcs	182.000
7.	ID Card rope (size 2cm)		65 pcs	2.500/pcs	162.500

8.	Folder map custom		65 pcs	4.000/pcs	260.000
9.	Power bank		65 pcs	164.900/pcs	10.718.500

GIFT OF THE WINNER OF VIDEO COMPETITION					
NO	ITEMS	QTY	PRICE	TOTAL PRICE	
1.	Tote bag canvas custom		10 pcs	10.000/pcs	100.000
2.	Notebook Custom Spiral A5		10 pcs	25.000/pcs	250.000

3.	Custom Pen		10 pcs	4.000/pcs	40.000
4.	Keychain Costume		10 pcs	14.900/pcs	149.000
5.	Certificated Customer size A4		10 pcs	2.500/pcs	25.000
6.	Certificated Frame size A4		10 pcs	22.500/pcs	225.000

7.	Jan sport backpack (for 3 favourite winners)	3	329.450/items	988.350
				
8.	Cash balance 500.000	10 persons	500.000/person	5.000.000

GIFT OF THE WINNER QUIZ				
NO	ITEMS	QTY	PRICE	TOTAL PRICE
1.	Handsome Samsung A01 	8 persons	500.000/persons	4.500.000
2.	ShopeePay balance Rp. 100.000	8 persons	100.000/persons	Rp. 800.000

GIFT OF THE WINNER BLOGGING COMPETITION

NO	ITEMS	QTY	PRICE	TOTAL PRICE
1.	Samsung Tab A 8.0 2019 	3	1.919.000/items	5.757.000
2.	ShopeePay balance Rp.750.000	1 person	Rp. 750.000	Rp. 750.000
3.	ShopeePay balance Rp.500.000	1 person	Rp. 500.000	Rp. 500.000
4.	ShopeePay balance Rp.250.000	1 person	Rp. 250.000	Rp. 250.000

OTHER PRODUCTION & TECHNICAL EQUIPMENT

NO	ITEMS	QTY	PRICE	TOTAL PRICE
1.	T-Shirt Custom for Crew 	35 pcs	60.000/T-Shirt	2.100.000

b) PRE – EVENT EQUIPMENT AND LOGISTIC [VENDOR]

PRICELIST VENDOR by PUTRAZURA		
NO	DESCRIPTIONS ITEMS	PRICE
1.	Sound System: 8000 Watt <ul style="list-style-type: none"> • 1-unit mixer 24 channel • 2 units speaker active full range • 2 units Speaker active subwoofer • 2 units speaker monitor full range • 1-unit accessories audio • 1-unit CD players • 3-unit wireless microphone • 3 units cable microphone 	9.000.000
2.	Standard Band Equipment <ul style="list-style-type: none"> • 1-unit amplifier bass • 1-unit amplifier guitar • 1-unit amplifier keyboard • 1-unit keyboard + stand + sustain • 1-unit set drum (configuration standard) + mocking active speaker for floor monitor direct input box 	4.000.000
3.	Lighting System <ul style="list-style-type: none"> • 6-unit Par LED 54 • 5-unit Moving Head Beam 280 • 4-unit Fresnell • 2-unit Mini Brute • 1-unit Hazer • 1-unit Avolight Mixer • 3-unit Tripod • Include cable installation crew lightning, engineer & transport 	9.000.000
4.	GENSET Electricity for 100 KVA for Lightning Electricity 100 KVA for Sound + LED	5.000.000 5.000.000
5.	Screen 3x4 + projector	1.200.000

Note :

- The price attached to the sound system vendor is the package price. If there is equipment outside the equipment list above, it can be discussed further
- Payment does not include PPN (if using PPN)
- Payment is received only in cash or through a transfer to the company account of PT Wibamas Putra Zura Perdana

PRICELIST VENDOR by NAREMAX		
NO	DESCRIPTIONS ITEMS	PRICE
1.	Sound System: 15.000 Watt <ul style="list-style-type: none"> • Sound system ground stage • Mixing Console 	9.000.000
2.	Standard Band Equipment <ul style="list-style-type: none"> • Set equipment band standard artist 	(Include Sound System)
3.	Lighting System <ul style="list-style-type: none"> • 12 Par LED 54x3 Full Color • 8 Moving Beam 230 • 4 Fresnell LED • 1 Follow Spot + Operator • 1 Mixer Lighting Standard • 2 operators + Crew • 1 Smoke Gun • Free standard installation& Transportation 	8.500.000
4.	GENSET Electricity 100 KVA	3.500.000
5.	LED Screen P 3,9 Outdoor	800.000/m

PRICELIST VENDOR by SPRO&AKUSEWA		
NO	DESCRIPTIONS ITEMS	PRICE
1.	Sound System: 10.000 Watt <ul style="list-style-type: none"> • Ground Stage 8 Box • Subwoofer Double 18" (4 pcs) • Monitor Active (2 pcs) • Mic Wireless (2 pcs) • Mic Cable (4 pcs) • Mixer Digital • Stand Mic (4 pcs) • SI Box Behringer (4 pcs) 	4.500.000
3.	Lighting System <ul style="list-style-type: none"> • 12-unit Par LED • 8 unit Moving Beam • 4-unit Fresnel • 1 unit Follow Spot • 1-unit Smoke Gun • 1-unit Mixer Lighting 	8.500.000
4.	GENSET Electricity 100 KVA	3.500.000
5.	LED Screen Projector 3x4	1.500.000

VII. FnB DIVISION

a) LIST CATERING FOR PRE-EVENT

CATERING FOR PRE-EVENT					
NO.	CATERING NAME	CONTACT PERSON	ADDRESS	MENU SELECTION	REASONNING
1.	Lohy Snack	0812-9502-9810	Jl. H. Sa'aba No. 58 rt 013/002 Joglo, West Jakarta	Package 1 : Rp. 19.500,-/ Pax -Mineral water Aqua 330ml -Arem – arem chicken -Pastel with egg -Kue bugis -Soes with vla custard	Located in Jakarta area, has a good taste, affordable price, hygienic, has often served a snack box ordering for corporate events or large events.

b) LIST OF ALLERGY AND VEGETARIAN PR 21-4C

NO	NAME	ALLERGIES TO CERTAIN FOOD	VEGETARIAN
1.	Amira Sherihan	No alergic	No vegan
2.	Anggie Anggraini	No alergic	No vegan
3.	Angel Octaviani	Alergic with Red meat	No vegan
4.	Aulia Dara	No alergic	No vegan
5.	Carissa Fairuz	No allergic	No vegan
6.	Daffa Muhammad	No allergic	No vegan
7.	Davinia Pramudita	No allergic	No vegan
8.	Deianeira Woody	Allergic with Shrimp	No vegan
9.	Desy Fitrianingsih	No allergic	No vegan
10.	Dinda Alyzha	No allergic	No vegan
11.	Dwika Anisa	No allergic	No vegan
12.	Erika Lavinia	No allergic	No vegan
13.	Fatiha Khalifatul	No allergic	No vegan
14.	Fericisco N.	No allergic	No vegan
15.	Fika Almira	No allergic	No vegan
16.	Fitri Josye	No allergic	No vegan
17.	Ghina Rani	No allergic	No vegan
18.	Irene Garcia	No allergic	No vegan
19.	Izky Sidhunata	No allergic	No vegan
20.	Laras Noviyanti	No allergic	No vegan
21.	Maharani Aliefya	No allergic	No vegan

22.	Michael Pradipta	No allergic	No vegan
23.	Nadita Nur	No allergic	No vegan
24.	Nanda Aisyah	No allergic	No vegan
25.	Niken Larasti	No allergic	No vegan
26.	Ninda Ayu	No allergic	No vegan
27.	Nyoman Recynta	No allergic	No vegan
28.	Rizka Fakhira	No allergic	No vegan
29.	Sarah Priscilla	Allergic with corn	No vegan
30.	Stefanie Tanaki	No allergic	No vegan
31.	Shanly	Allergic with Seafood and Read meat	No vegan
32.	Sonia M.	No allergic	No vegan
33.	Tania Audrey	Allergic with Pinneaple	No vegan
34.	Tresiany Margareht	No allergic	No vegan
35.	Zulfa Maharani	Allergic with Parkia speciosa and Archidendron pauciflorum	No vegan

Data Result :

Number of PR student 21 – 4C who participated in PR – Showcase : 35 persons.

ALLERGIES TO CERTAIN FOOD	QTY
Allergic with Seafood	2 person
Allergic with Pinneaple	1 person
Allergic with Parkia speciosa and Archidendron pauciflorum	1 person
Allergic with Red meat	2 person
Allergic Corn	1 person
TOTAL	7 person has allergies to certain food

c) BUDGET

BUDGET FOR PRE – EVENT				
NO.	ITEMS	DETAILS	DETAIL PRICES	TOTAL PRICE
1.	Lohy Snack	104 Pax	Package 1 : Rp. 19.500,- / Pax	Package 1 : Rp. 2.028.000,-

Notes Budget FnB for Pre – Event

Notes :

During Press Conference

1. Number of media present = 65
2. Number of speakers = 4 (3 person + 1 moderator)
3. The number of committees in 1 class = 35 persons.

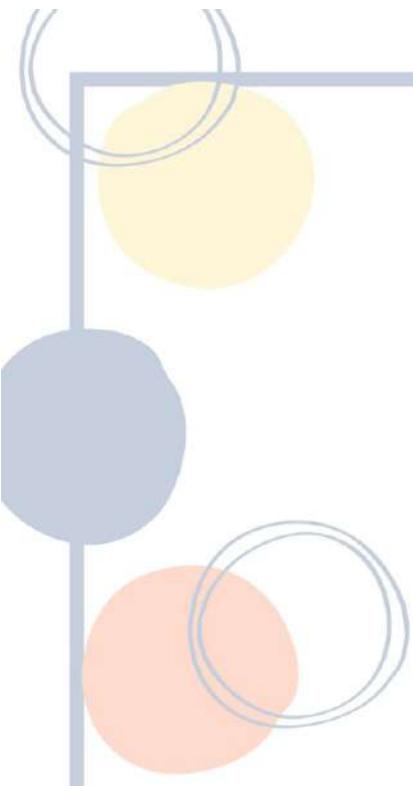
Grand Total = $65 + 4 + 35 = 104$ persons.

Notes Budget FnB for Main – Event

Notes :

- Each training session = 25 participants
- Committee in 1 class = 35 persons
- Event Filler = 8

Grand Total: 68



STRATEGY & TACTICAL MAIN-EVENT
REPORT



shopeesticated

Run The Business, Hit The Profit

STRATEGY MAIN-EVENT

A. Press Conference

- We will hold a press conference to notify the main and post-event
- We will invite 62 media which consisting of 15 online media, 14 radio, 13 community media, 7 TV media, and 13 print media to attend our press conference
- This press conference will be held on Monday, December 7th 2020. From 7.30 until 8.45 at Shopee Office, Jakarta
- Speakers are PR Showcase Sub-Coordinator, Chairperson of the Shopeesticated Committee, Shopee and Moderator Representatives

B. Training

- We will hold a series of business training for three days, with 25 participants each day (75 participants in total).
- This training will be held from Monday, December 7th 2020 until Wednesday, December 9th 2020.
- There will be four sessions each day and three trainers

C. Business Plan Competition

- At the fourth session of training, participants will make a business plan proposal which will be contested
- The judging process will be done from December 10th 2020 until December, 11st 2020 and will be announced at Awarding Evening

D. Awarding Night

- Awarding Night will be held to entertain Shopee parties, Trainee, and all LSPR parties that participate on SHOPEESTICATED
- Awarding Night will be held in the form of Gala Dinner at Prof. Dr. Djajusman Auditorium and Performance Hall, Campus B, LSPR Communication and Business Institute on December, 14th 2020
- We will invite 120 persons to attend this Awarding Night

BAB VI

REPORT DIVISION

I. EVENT DIVISION

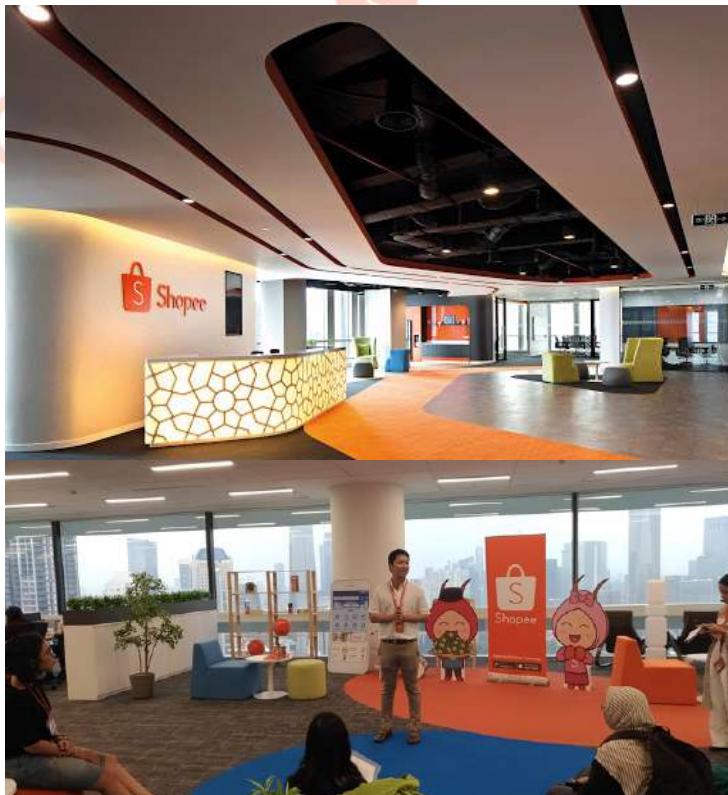
TACTICAL MAIN-EVENT

A. PRESS CONFERENCE

Press conferences are held to announce a series of events that will be conducted during the SHOPEESTICATED campaign period. Details of the press conference are as follows:

- Days / Date : Monday, December 7th 2020
- Time : 7.30 – 8.45
- Location : Shopee Office Jakarta
- Speaker : PR Showcase Chairperson, Shopeesticated Event Director, Shopee Representative and Moderator

Details about the location:



Located in the SCBD area of South Jakarta, Shopee Indonesia's new office is full of facilities for employees to work and relax. Dominated by orange as Shopee's signature colour, the office which has four floors is equipped with a collaboration room, working place, and dining room. Space for the press conference at Shopee office has a capacity of 125 people with equipment facilities such as projectors, mic and sound systems, and also the comfy room.

a) LIST OF SPEAKERS PRESS CONFERENCE

No.	Name and Photo	Description
1.	Sylvia Roennfeld, M.Si. 	Sylvia Roennfeld, M. Si is a Public Relations lecturer at LSPR Communication and Business Institute. She is Shopeesticated Chairperson .
2.	Stefanie Tanaki 	Stefanie Tanaki is a LSPR Student Batch 21 Majoring in Public Relations. She is the Event Director at Shopeesticated 2020
3.	Shopee Representative	Representative from Shopee
4.	Okky Alparessi, M.Ikom. 	Okky Alparessi, M.Ikom is a Marketing Communication lecturer and Head of Marketing at LSPR Communication and Business Institute. In this press conference, he will be the Moderator .

b) RUNDOWN

No.	DESCRIPTION	TIME	SPEAKERS	PIC
1	Registration for media and goodie bag's distribution and coffee break	7.15 – 8.00	-	Dwika A
2	Opening Remarks	8.00 – 8.03	Okky Alparessi, M.Ikom.	Dwika A
3	Welcoming Speech from Shopee representative	8.03 – 8.10	Shopee representative	Nyoman R
4	Speech from LSPR Chairperson	8.10 – 8.13	Sylvia Roenfeld, M.Si.	Izky S
5	Explanation from Shopeesticated Event Director	8.13 – 8.23	Stefanie Tanaki	Nyoman R
6	Question and Answer	8.23 – 8.38	Okky Alparessi, M.Ikom.	Angel O
7	Closing speech from LSPR and Thank you note from SHOPEE	8.41 - 8. 44	Sylvia Roenfeld, M.Si., Shopee Representative	Angel O

B. TRAINING

In this training, trainers will explain how important communication skills are especially in business (both offline and online) and trained participants to have communication skills that will support their business.

- Date : December, 7th 2020 until December, 9th 2020
- Time : 09.00 – 17.00
- Location : Shopee Office Jakarta
- Participants : 75 SME in total as the trainee (25 SME each day)
- MC : Surianto, M.Ikom.
- Moderator : Okky Alparessi, M.Ikom.

a) LIST OF MCS, MODERATOR AND TRAINERS

No.	Name and Photo	Description	PIC
1.	Surianto, M.Ikom. 	Surianto, M.Ikom is a lecturer at LSPR Communication and Business Institute. He is also a professional master of ceremony. He owned SC Academy of Public Speaking. In this training, he will be the Master Of Ceremony .	Angel O
2.	Okky Alparessi, M.Ikom 	Okky Alparessi, M.Ikom is a Marketing Communication lecturer and Head of Marketing at LSPR Communication and Business Institute. In this training, he will be the Moderator .	Angel O

3.	<p>Mahadi Asman</p> 	<p>Mahadi Asman is a lecturer at LSPR Communication and Business Institute. He is also a CEO and Director of J&M Creative Agency. In this training, he will be the Trainer in Session 1 with Subject about Service Quality.</p>	Dwika A
4.	<p>Dr. Sri Ulya Suskarwati, S.E., M.Si.</p> 	<p>Dr. Sri Ulya Suskarwati, S.E., M.Si is a lecturer, Assistant Director of Post Graduate Programme, and Deputy Head of Media Centre for Publication at LSPR Communication and Business Institute. In this training, she will be the Trainer in Session 2 with Subject about Public Speaking.</p>	Stefanie T
5.	<p>Kaezar Maulana, S.I.P.</p> 	<p>Kaezar Maulana, S.I.P is a lecturer at LSPR Communication and Business Institute. He is also a Managing Partner and Senior Consultant Asia PR. In this training, he will be the Trainer in Session 3 And 4 With subject about Professional Communication and Exercise.</p>	Nyoman R

b) DETAILS ABOUT THE TRAINING SESSIONS

SESSION	TRAINER	DETAILS
Session 1 : Service Quality	Mr. Mahadi Asman	<p>In this session, the SME's Shopee will be taught about good service quality that will be delivered by Mr. Mahadi Asman. The subjects are:</p> <ul style="list-style-type: none"> • How to have a good product knowledge • How to have good photos of product (tips and tricks on how to take a good photo), and • How to have a good customer service. • There will be a quiz session, all of the participants get the opportunity to practice how to respond to complaints from the customers and how to conceptualize the product properly.
Session 2 : Public Speaking	Dr. Sri Ulya Suskarwati, S.E., M.Si.	<p>In session 2, the SME's Shopee will be taught about public speaking that will be delivered by Dr.Sri Ulya Suskarwati. The subjects are:</p> <ul style="list-style-type: none"> • What is public speaking • Explained about the function of public speaking while running the business. • Explained and educate Shopee's SME that public speaking is also needed when running a business. • Trained on how to do good public speaking • There will be a quiz for all participants, they will be asked to do good public speaking

Session 3 : Professional Communication

Mr. Kaezar Maulana,
S.IP.

In this session, the trainer will explain and train participants about Professional Communication in the form of Communication Business Ethics. Trainer for this session is Mr. Kaezar Maulana, S.IP. The subjects are:

- What is Professional Communication?
In this part, the trainer will explain the definition of Professional Communication, Communication Business Ethics.
- How important Communication Business Ethics is in doing business?
In this part, the trainer will explain how important communication business ethics is in doing business and why communication business ethics is important for business
- Whether Business Ethics needed in online business?
In this part, the trainer will explain that business ethics is also needed in online business. The trainer will also explain why business ethics is needed in online business and how important business ethics is
- Forms of Business Ethics
In this part, the trainer will explain forms of business ethics such as

		<p>selling goods that are same as the descriptions and promotion photos, not stealing product photos from another seller, not copy-paste description of the product from another seller, respecting copyright and patents, also comply with all applicable regulations. Other than that, excellent service and good public speaking are also part of business ethics.</p> <ul style="list-style-type: none"> • There will be not a quiz or practice in this session, because the practice will be combined at the fourth session (making a proper business plan).
Session 4 : Exercise	Mr. Kaezar Maulana, S.I.P.	<p>In this session, the trainer will guide the trainee to exercise all the materials that have been delivered before with making a business plan. Trainer for this session is Mr. Kaezar Maulana, S.I.P. The business plan that has been made by participants will be contested.</p>

c) RUNDOWN

DAY 1

TIME	ACTIVITY	TRAINER	PIC
09.00	Open Gate	-	Izky S
09.00-10.00	Registration	-	Izky S
10.00-10.15	Coffee Break	-	Dwika A
10.15-12.00	TRAINING SESSION 1: SERVICE QUALITY	Mahadi Asman	Dwika A
12.00-13.00	LUNCH	-	Stefanie T
13.00-14.45	TRAINING SESSION 2: PUBLIC SPEAKING	Dr. Sri Ulya Suskarwati, S.E., M.Si.	Stefanie T
14.45-15.45	TRAINING SESSION 3: PROFESSIONAL COMMUNICATION	Mr Kaezar Maulana, S.I.P.	Angel O
15.45-16.00	Coffee Break	-	Angel O
16.00-16.45	TRAINING SESSION 4: EXERCISE	Mr Kaezar Maulana, S.I.P.	Nyoman R
16.45-17.00	Photo Session	-	Nyoman R

DAY 2

TIME	ACTIVITY	TRAINER	PIC
09.00	Open Gate	-	Izky S
09.00-10.00	Registration	-	Izky S
10.00-10.15	Coffee Break	-	Dwika A
10.15-12.00	TRAINING SESSION 1: SERVICE QUALITY	Mahadi Asman	Dwika A
12.00-13.00	LUNCH	-	Stefanie T
13.00-14.45	TRAINING SESSION 2: PUBLIC SPEAKING	Dr. Sri Ulya Suskarwati, S.E., M.Si.	Stefanie T
14.45-15.45	TRAINING SESSION 3: PROFESSIONAL COMMUNICATION	Mr Kaezar Maulana, S.I.P.	Angel O
15.45-16.00	Coffee Break	-	Angel O
16.00-16.45	TRAINING SESSION 4: EXERCISE	Mr Kaezar Maulana, S.I.P.	Nyoman R
16.45-17.00	Photo Session	-	Nyoman R

DAY 3

TIME	ACTIVITY	TRAINER	PIC
09.00	Open Gate	-	Izky S
09.00-10.00	Registration	-	Izky S
10.00-10.15	Coffee Break	-	Dwika A
10.15-12.00	TRAINING SESSION 1: SERVICE QUALITY	Mahadi Asman	Dwika A
12.00-13.00	LUNCH	-	Stefanie T
13.00-14.45	TRAINING SESSION 2: PUBLIC SPEAKING	Dr. Sri Ulya Suskarwati, S.E., M.Si.	Stefanie T
14.45-15.45	TRAINING SESSION 3: PROFESSIONAL COMMUNICATION	Mr Kaezar Maulana, S.I.P.	Angel O
15.45-16.00	Coffee Break	-	Angel O
16.00-16.45	TRAINING SESSION 4: EXERCISE	Mr Kaezar Maulana, S.I.P.	Nyoman R
16.45-17.00	Photo Session	-	Nyoman R



d) HANDOUT FOR TRAINEE

(COVER DEPAN)

SHOPEESTICATED'S TRAINEE HANDOUT

JAKARTA - 2021

(COVER)

TOPIC PER SESSION

Akan ada empat sesi dalam pelatihan ini, antara lain :

SESI 1 : SERVICE QUALITY

Dalam sesi ini akan dijelaskan lebih dalam terkait pentingnya service quality dalam berbisnis online. Trainer dalam sesi ini adalah Mahadi Asman.

SESI 2 : PUBLIC SPEAKING

Dalam sesi ini akan dijelaskan lebih dalam terkait pentingnya public speaking dan bagaimana penerapannya dalam bisnis online. Trainer dalam sesi ini adalah Dr. Sri Ulya Suskarwati, S.E., M.Si.

SESI 3 : PROFESSIONAL COMMUNICATION

Dalam sesi ini akan dijelaskan lebih dalam tentang Communication Business Ethics sebagai salah satu bentuk Professional Communication. Trainer dalam sesi ini adalah Mr Kaezar Maulana, S.I.P.

SESI 4 : EXERCISE

Dalam sesi ini, peserta akan dibimbing oleh Mr Kaezar Maulana untuk membuat business plan yang kemudian akan di perlombakan antar peserta

(PAGE3)

WHAT IS SHOPEESTICATED?

SHOPEESTICATED adalah kampanye kolaborasi antara LSPR Jakarta dengan Shopee Indonesia. Kami membuat kampanye ini karena kami sadar untuk memberikan edukasi terkait etika bisnis kepada pelaku bisnis online. Selain itu, kami juga ingin memberikan edukasi terkait pemahaman tentang seberapa baik dan benar etika bisnis tersebut.

OBJECTIVE

Tujuan dari kampanye ini adalah untuk menyediakan pengetahuan tentang "Communication Business Ethics" dan "Service Excellent" kepada Usaha Mikro Kecil Menengah Indonesia di era globalisasi.

(PAGE 1)

TRAINER'S PROFILE

Kami menghadirkan trainer yang kompeten dalam bidangnya untuk melatih para UMKM yang tergabung pada pelatihan ini. Berikut profil singkat para trainer :

Mahadi Asman

Mahadi Asman merupakan dosen di LSPR Jakarta. Salah satu mata kuliah yang diajarkan beliau adalah Etiquette and Protocol. Sebelum menjadi dosen, Dr. Sri Ulya memilih segudang pengalaman di dunia radio broadcaster seperti menjadi Program Director di WOMAN RADIO 94.3 FM, sampai menjadi Announcer, Producer dan Account Executive di ARH Radio.

Dr. Sri Ulya Suskarwati, S.E., M.Si.

Dr. Sri Ulya Suskarwati atau yang biasa dipanggil Lia merupakan dosen fulltime di LSPR Jakarta. Salah satu mata kuliah yang diajarkan beliau adalah Etiquette and Protocol. Sebelum menjadi dosen, Dr. Sri Ulya memilih segudang pengalaman di dunia radio broadcaster seperti menjadi Program Director di WOMAN RADIO 94.3 FM, sampai menjadi Announcer, Producer dan Account Executive di ARH Radio.

Mr. Kaezar Maulana, S.I.P.

Kaezar Maulana merupakan dosen di LSPR Jakarta yang mengajarkan mata kuliah terkait PR seperti PR Program, Risk Management Communication dan PR Issues and Crisis Handling. Selain itu, beliau juga merupakan Managing Partner and Senior Consultant AsiaPR.

(PAGE 2)

(COVER BELAKANG)

RUNDOWN

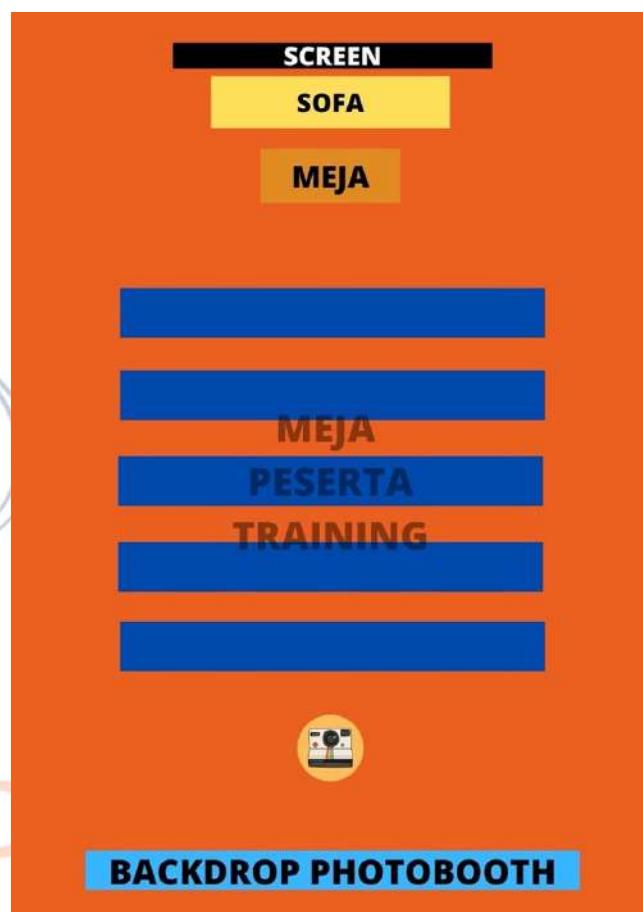
TIME	ACTIVITY	TRAINER	PIC
09.00	Open Gate	-	Izky S
09.00-10.00	Registration	-	Izky S
10.00-10.15	Coffee Break	-	Dwi A
10.15-12.00	TRAINING SESSION 1: SERVICE QUALITY	Mahadi Asman	Dwi A
12.00-13.00	LUNCH	-	Stephanie T
13.00-14.45	TRAINING SESSION 2: PUBLIC SPEAKING	Dr. Sri Ulya Suskarwati, S.E., M.Si	Stephanie T
14.45-15.45	TRAINING SESSION 3: PROFESSIONAL COMMUNICATION	Mr. Kaezar Maulana, S.I.P.	Angel O
15.45-16.00	Coffee Break	-	Angel O
16.00-16.45	TRAINING SESSION 4: EXERCISE	Mr. Kaezar Maulana, S.I.P.	Nyoman R
16.45-17.00	Photo Session	-	Nyoman R

(SOCIAL MEDIA)

Instagram
@Shopecicated

(BACK COVER)

e) FLOOR MAP



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The Profit

C. BUSINESS PLAN COMPETITION

At the fourth session, the trainee will do some exercise by making a business plan proposal. This business plan proposal will be contested. The proposal is about strategy, creativity and must contain an executive summary, company description, organization and management, customer segment, business model, product or service descriptions, operational description, marketing and sales strategy, financial information, and funding request.

DETAILS OF THE COMPETITION:

a) DATE OF COMPETITION:

- Proposal making : December, 7th until December 9th 2020 (on the fourth session of training)
- Elimination phase : December, 10th 2020
- Grand final : December, 11nd 2020

b) DETAIL OF TERMS AND CONDITIONS, COMPETITION PHASE AND PRIZE

Terms and Conditions	Competition Phase	Prize
<ul style="list-style-type: none">• The proposal doesn't contain SARA (Sosial, Agama, Ras, Antar Golongan)• The proposal is a business plan for a business that has not yet been run• The proposal has never been contested or published• The proposal is an original work, not a copy• The proposal is expected to be in the form of a real product, not just an imagination. The product can be in the form of food, drinks, handicrafts and so on with new creativity and innovation• The committee will maintain the confidentiality of the participant's proposal• The jury's decision is final and can be contested participant's proposal• The jury's decision is final and can be contested	<ul style="list-style-type: none">• The business plan proposal will be collected after the fourth session of training• The business plan proposal will be reviewed and assessed by the jury• Jury will choose 10 proposals that will be presented at the grand final• Out of ten proposals, three winners and one best of the best winner will be chosen• Three winners and one best of the best will receive their prizes at Awarding Night	<ul style="list-style-type: none">• 3rd winner: cash amount Rp 1.000.000 and placard• 2nd winner: cash amount Rp 2.000.000 and placard• 1st winner: cash amount Rp 3.000.000 and placard• Best of the Best winner: cash amount Rp 4.000.000 and placard

D. AWARDING NIGHT

This Awarding Night will be held as a closing of three days of training and to entertain all parties that have been involved in this event. The theme of this Awarding Night is Metropolitan Enterprise. It looks like “Wall Street Themed” but with decoration that describes that this event is for UMKM or Small Medium Enterprise. As we know that Jakarta is being called as “Metropolitan City” so the word “Metropolitan” is to describe that this event will be held in Jakarta and will be attended by SME from Jakarta and surrounding areas. This Awarding Night will be held in the form of Gala Dinner. We will invite 120 people that consist of LSPR parties, Shopee representative, trainees and reporter from our media partners.

Details of the event are:

Date	: Monday, December 14 th 2020
Time	: 7 p.m. - end
Location	: Prof. Dr. Djajusman Auditorium and Performance Hall, Campus B, LSPR Communication and Business Institute
Dress code	: Fashionable Business Attire

a) LIST OF COMMITTEES

JOBDESC	NAME OF COMMITTEES
Show Director	Stefanie Tanaki
Runner	Izky Sidhunata
Stage Manager	Fericso Nealjapasia
Stage Crew	Daffa Muhammad Fitri Josye A Irene Garcia
Sound	Rizka Fakhira Shanly
Lighting	Fatiha Khalifathul R Niken Larasati
Multimedia & Design	Amira Sherihan Dinda Alyzha Nanda Aisyah
Decoration	Dwika Anisa Fika Almira Nyoman Recynta
Talent Coordinator (LO)	Anggie Anggraini Ghina Rani Tresiany M Zulfa Maharani
Floor Director	Angel Octaviani Sarah Priscilla

Protocoler	Laras Noviyanti
Documentation	Daffa Muhammad Michael Pradipta Sonia Marimbunna
FnB	Davinia Maharani A Ninda Ayu
Logistics	Anggie Anggaraini Aulia Dara P Zulfa Maharani
Media Partner	Desy Fitrianingsih Deianeira Woody
Front Manager	Irene Garcia
Registration	Anggie Anggraini Tresiany M
Usher	Davinia Carissa Erika Lavinia Tania Audrey

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b) LIST OF MCS, GUEST STARS, AND CONDUCTOR

No.	Name and Photo	Description	LO
1.	Putra Haqiqi 	Putra Haqiqi is a LSPR Student Batch 21 majoring Public Relations. He was the winner of 1 st Runner Up Mr. & Ms. LSPR 2019. In this event, he will be the Master Of Ceremony .	Anggie A
2.	Claudia Agustina Suryana 	Claudia Agustina Suryana is a LSPR Student Batch 21 majoring Public Relations. She was the winner of Ms. Favourite 2018 on Mr. & Ms. LSPR 2018. In this event, she will be the Master Of Ceremony .	Anggie A
3.	Prilly Latuconsina 	Prilly Latuconsina is an Indonesian actress, host, writer, singer, entrepreneur and also LSPR's student majoring in Public Relations. In this event, Prilly will Perform As A Singer .	Zulfa M

4.	<p>Ricky Wattimena</p> 	<p>Ricky Wattimena is well known as a stand-up comedian from Ambon. He had participated in SUCA 2015 and had only reached big eight. He is LSPR Master's Degree student majoring in Marketing Communication and will be graduated this year. In this event, Ricky will be Performed as a Stand-Up Comedian.</p>	Ghina R
5.	<p>Vien Audrey</p> 	<p>Vien Audrey is a finalist of the Voice Indonesia Fourth Season 2019 (she was coach by Armand Maulana). She is a LSPR student majoring in Public Relations. Vien will Perform as a Singer and Ghuzeng Player.</p>	Nadita N
6.	<p>Nadiva & LSPR Band</p> 	<p>Nadiva is a LSPR student, singer and violinist. In this event, Nadiva will perform with LSPR Band as a Vocalist.</p>	Nyoman R

7.	<p>LSPR Dance</p> 	<p>LSPR Dance is one of the art clubs at LSPR. In this event, LSPR Dance will Perform a Modern Dance.</p>	Nyoman R
8.	<p>Amira Sherihan</p> 	<p>Amira Sherihan is a LSPR Student Batch 21 Majoring Public Relations. In this event, she will be the Conductor to sing Indonesia Raya and LSPR Hymne.</p>	Anggie A

c) FINAL REHEARSAL RUNDOWN

TIME	DURATION	ACTIVITY	DETAILS	PIC
13.00-13.30	30'	Waiting for all performer and committee to gather up	LO inform all the talent for rehearsal, all committee ready for rehearsal	All PIC
13.30-14.00	30'	Briefing for rehearsal	LO standby with their talent to inform and give a guidance about the rehearsal	All PIC
14.00-14.15	15'	Coffee Break	-	-
	0'	Rehearsal starts	All LO inform their talent that rehearsal is about to start	All PIC
14.15-14.18	3'	Opening by MC	LO inform and guide MC to the stage. LO also inform conductor to be ready	Anggie A
14.18-14.21	3'	Singing Indonesia Raya (1 stanza)	LO guide conductor to the stage	Anggie A
14.21-14.23	2'	Singing LSPR Hymn	LO inform MC to be ready	Anggie A
14.23-14.25	2'	Bridging MC	LO inform LSPR dance to standby	Nyoman R
14.25-14.30	5'	Opening performance by LSPR Dance	LO guide LSPR dance to the stage and inform MC to standby	Anggie A, Nyoman R
14.30-14.31	1'	Bridging MC	LO inform Stefanie Tanaki (Event Director) to be ready	Anggie A
14.31-14.36	5'	Welcoming speech by Event Director of Shopeesticated	LO guide event director to the stage and inform MC to standby	Anggie A
14.36	10"	Bridging MC	LO inform Ms. Sylvia to standby	Tresiany Margareht
14.36-14.41	5'	Welcoming speech by Shopeesticated Chairperson	LO guide Ms. Sylvia to the stage and inform MC to be standby	Anggie A, Tresiany Margareht
14.41	10"	Bridging MC	LO inform Shopee representative to standby	Nadita N
14.41-14.46	5'	Welcoming speech by Shopee representative	LO guide Shopee representative to the stage and inform MC to be standby	Anggie A, Nadita N

14.46	10"	Bridging MC	LO inform Ibu Prita Kemal Gani to be ready	Dwika A
14.46-14.51	5'	Welcoming speech by CEO & Founder LSPR Communication and Business Institute	LO guide Ibu Prita Kemal Gani to the stage and inform MC to standby	Anggie A, Dwika A
14.51-14.52	1'	Bridging by MC	Show director inform multimedia division to be ready to play the video	Nanda A
14.52-14.57	5'	Playing throwback Video (Three days of training)	Video will be played and LO inform MC to standby	Anggie A, Nanda A
14.57-14.58	1'	Bridging by MC	LO inform Prilly Latuconsina to be ready	Zulfa M
14.58	10'	Performance by Prilly Latuconsina	LO guide Prilly Latuconsina to the stage and inform MC to standby	Anggie A, Zulfa M
14.58-14.59	1'	Bridging by MC	LO inform Ricky Wattimena to be ready	Ghina R
14.59-15.04	5'	Stand-up comedy performance by Ricky Wattimena	LO guide Ricky Wattimena to the stage and inform MC to standby	Ghina R, Anggie A
15.04-15.05	1'	Bridging by MC	LO inform Shopee representative, trainers and Moderator to be ready	Ninda A
15.05-15.10	5'	LSPR give a placard to Shopee, Trainers, Moderator and photo session	LO guide Shopee representative, trainers and Moderator to the stage and inform MC to standby	Ninda A, Anggie A
15.10-15.11	1'	Bridging by MC	LO inform 3rd winner to be ready	Erika L
15.11-15.14	3'	Announcing for 3rd Winner of Business Plan Competition and photo session	LO guide 3rd winner to the stage and inform MC to standby	Erika L, Anggie A
15.14-15.44	30'	Coffee Break and Prayers	-	-
15.44-15.50	6'	Back for rehearsal	-	-

15.50	10"	Bridging by MC	LO inform 2nd winner to be ready	Tania A
15.50-15.53	3'	Announcing for 2 nd Winner of Business Plan Competition and photo session	LO guide 2nd winner to the stage and inform MC to standby	Tania A, Anggie A
15.53	10"	Bridging by MC	LO inform 1st winner to be ready	Carissa
15.53-15.56	3'	Announcing for 1 st Winner of Business Plan Competition and photo session	LO guide 1st winner to the stage and inform MC to standby	Carissa, Anggie A
15.56	10"	Bridging by MC	LO inform best of the best winner to be ready	Davinia
15.56-15.59	3'	Announcing for Best of the Best Winner of Business Plan Competition and photo session	LO guide best of the best winner to the stage and inform MC to standby	Davinia, Anggie A
15.59	10"	Bridging by MC	LO inform all the participant of the training to be ready	Fika A
15.59-16.02	3'	Photo session for all the winners	LO guide all the participants of training to the stage and inform MC to standby	Fika A, Anggie A
16.02-16.04	1'	Bridging MC	LO inform Vien Audrey to be ready	Nadita N
16.04-16.07	3'	Check sound for Vien performance	LO guide Vien Audrey to the stage, check sound for all the equipment	Rizka F, Nadita N
16.07-16.22	15'	Performance by Vien Audrey	LO inform MC to standby	Anggie
16.22-16.23	1'	Bridging MC	LO inform Nadiva & LSPR Band to be ready	Nyoman R
16.23-16.28	5'	Check sound for Nadiva & LSPR Band performance	LO guide Nadiva & LSPR Band to the stage, check sound for all the equipment	Shanly, Nyoman R
16.28-16.48	20'	Performance by Nadiva & LSPR Band	LO inform MC to standby	Anggie A
16.48-16.49	1'	Bridging MC	-	Anggie A

16.49-16.52	3'	Closing by MC		Anggie A
17.28	30'	Evaluation	Evaluation with all guest stars and committee	All PIC
-	0'	Event end	-	-



d) AWARDING NIGHT RUNDOWN

TIME	DURATION	ACTIVITY	SPEAKER OR PERFORMER	PIC
18.15-18.45	30'	Registration	-	Irene G
19.00	0'	Event starts	-	-
19.00-19.03	3'	Opening by MC	Claudia & Putra	Anggie A
19.03-19.06	3'	Singing Indonesia Raya (1 stanza)	Conductor : Amira Sherihan	Anggie A
19.06-19.08	2'	Singing LSPR Hymne	Conductor : Amira Sherihan	Anggie A
19.08-19.10	2'	Bridging MC	Claudia & Putra	Anggie A
19.10-19.15	5'	Opening performance by LSPR Dance	LSPR Dance	Nyoman R
19.15-19.16	1'	Bridging MC	Claudia & Putra	Anggie A
19.16-19.21	5'	Welcoming speech by Event Director of Shopeesticated	Stefanie Tanaki	Anggie A
19.21-19.21	10"	Bridging MC	Claudia & Putra	Anggie A
19.21-19.24	5'	Welcoming speech by Shopeesticated Chairperson	Ms. Sylvia Roennfeld, M.Si.	Tresiany M
19.24	10"	Bridging MC	Claudia & Putra	Anggie A
19.24 -19.29	5'	Welcoming speech by Shopee representative	Shopee representative	Nadita N
19.29	10"	Bridging MC	Claudia & Putra	Anggie A
19.29-19.34	5'	Welcoming speech by CEO & Founder LSPR Communication and Business Institute	Ibu Prita Kemal Gani, MBA, MCIPR, APR	Dwika A
19.34-19.35	1'	Bridging by MC	Claudia & Putra	Anggie A
19.35-19.40	5'	Playing throwback Video (Three days of training)		Nanda A
19.40-19.41	1'	Bridging by MC	Claudia & Putra	Anggie A
19.41-19.51	10'	Performance by Prilly Latuconsina	Prilly Latuconsina	Zulfa M
19.51-19.52	1'	Bridging by MC	Claudia & Putra	Anggie A

19.52-19.57	5'	Stand-up comedy performance by Ricky Wattimena	Ricky Wattimena	Ghina R
19.57-19.58	1'	Bridging by MC	Claudia & Putra	Anggie A
19.58-20.03	5'	LSPR give a placard to Shopee, Trainers, Moderator and photo session	Shopee representative, trainers and moderator of training on the stage	Ninda A
20.03-20.04	1'	Bridging by MC	Claudia & Putra	Anggie A
20.04-20.07	3'	Announcing for 3rd Winner of Business Plan Competition and photo session	Winner on the stage	Erika L
20.07	10"	Bridging by MC	Claudia & Putra	Anggie A
20.07-20.10	3'	Announcing for 2 nd Winner of Business Plan Competition and photo session	Winner on the stage	Tania A
20.10	10"	Bridging by MC	Claudia & Putra	Anggie A
20.10-20.13	3'	Announcing for 1 st Winner of Business Plan Competition and photo session	Winner on the stage	Carissa
20.13	10"	Bridging by MC	Claudia & Putra	Anggie A
20.13-20.16	3'	Announcing for Best of the Best Winner of Business Plan Competition and photo session	Winner on the stage	Davinia
20.16	10"	Bridging by MC	Claudia & Putra	Anggie A
20.16-20.19	3'	Photo session for all the winners	Best of the best, Ten best, All participant of training on the stage	Fika A
20.19-20.20	1'	Bridging MC	Claudia & Putra	Anggie A
20.20-21.21.20	60'	Dinner	Vien & Nadiva	Maharani A

20.20-20.21	1'	(during dinner) Bridging MC	Claudia & Putra	Anggie A
20.21-20.22	1'	(during dinner) Check sound for Vien performance	Vien Audrey	Rizka F
20.22-20.37	15'	(during the dinner) Performance by Vien Audrey	Vien Audrey	Nadita N
20.37-20.38	1'	(during the dinner) Bridging MC	Claudia & Putra	Anggie A
20.38-20.41	3'	(during the dinner) Check sound for Nadiva & LSPR Band performance	Nadiva &LSPR Band	Shanly
20.41-21.01	20'	(during the dinner) Performance by Nadiva & LSPR Band	Nadiva &LSPR Band	Nyoman R
21.01-21.02	1'	(after dinner) Bridging MC	Claudia & Putra	Anggie A
21.02-21.05	3'	Closing by MC	Claudia & Putra	Anggie A
-	0'	Event end	-	-

shopeesticated
Run The Business, Hit The Profit

E. TECHNICAL DETAILS

We will provide 2 people in front of the entrance of Campus B, LSPR Communication and Business Institute, then he/she will direct the guests to register at the Canteen Campus B, LSPR Communication and Business Institute.

a) TECHNICAL DETAILS FOR REGISTRATION AREA

- Registration will be held at **Lobby Area Campus B**, LSPR Communication and Business Institute **at 18.15- 18.45**. Registration is done to record all guests who attended the Metropolitan Enterprise Gala Dinner.
- **We provide 4 people and 2 table** who will list the guests of Metropolitan Enterprise Gala Dinner
- **We provide 2 persons in front of the Campus B elevator**, he/she will direct the guests to the location of the event, Prof. Dr. Djajusman Auditorium and Performance Hall, Campus B, LSPR Communication and Business Institute
- **We provide 4 ushers who will be willing to direct the guests** to enter the seats that have been provided in Auditorium Campus B.



(REGISTRATION AREA'S FLOOR MAP)

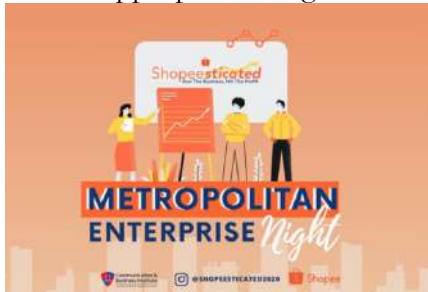
b) TECHNICAL DETAILS for AUDITORIUM AREA

ACTIVITY	CURTAIN	SCREEN	LIGHTING	SOUND
Opening by MC	Curtain close at the beginning and will be opened when MC said "Welcome to Metropolitan Enterprise Gala Dinner"	Screen will show us an image to welcome people to this Metropolitan Enterprise Gala Dinner 	Spotlight	Energetic instrumental
Singing Indonesia Raya (1 stanza)		Indonesia's Flag with lyrics Indonesian Anthem 	PAR light (red and white as of Indonesian National Flag)	Instrumental song of Indonesia National Anthem
Singing LSPR Hymne		LSPR Communication and Business Institute's logo and lyrics LSPR Hymne 	PAR light (red and blue as the main color of LSPR Communications and Business Institute)	Instrumental song of LSPR Hymne
Bridging MC		Screen will show us an image that contains the words "Metropolitan Enterprise Night" with appropriate design 	PAR light (yellow warm tone)	Energetic instrumental

Opening performance by LSPR Dance		The screen will be arranged by LSPR Dance 	PAR light (a combination of blue, yellow, red, green and purple light)	LSPR Dance's music
Bridging MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	PAR light (yellow warm tone)	Energetic instrumental
Welcoming speech by Event Director of Shopeesticated		The screen will show us the slides that present a photo of event director that contains his/her name, Shopeesticated, LSPR and Shopee logo 	Spotlight in white	No sound
Bridging MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	PAR light (yellow warm tone)	Energetic instrumental

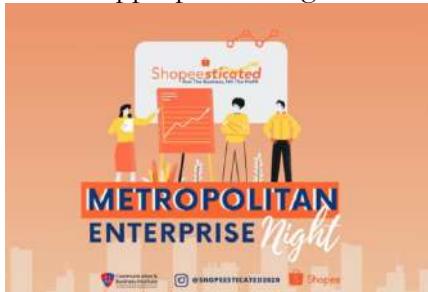
Welcoming speech by Shopeesticated Chairperson		The screen will show us the slides that presents a photo of Mam Sylvia as Sub-Coordinator PR Showcase 2020 that contains her name and Shopeesticated, LSPR and Shopee logo 	Spotlight in white	No sound
Bridging MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	PAR light (yellow warm tone)	Energetic instrumental
Welcoming speech by Shopee representative		The screen will show us the slides that presents a photo of Shopee Representative that contain her name, Shopeesticated, LSPR and Shopee logo	Spotlight in white	No sound
Bridging MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	PAR light (yellow warm tone)	Energetic instrumental

Welcoming speech by CEO & Founder LSPR Communication and Business Institute		The screen will show us the slides that presents a photo of Ibu Prita Kemal Gani as CEO & Founder LSPR Communication and Business Institute) that contains her name and Shopeesticated, LSPR and Shopee logo 	Spotlight in white	No sound
Bridging by MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	PAR light (yellow warm tone)	Energetic instrumental
Playing throwback Video (Three days of training)		The screen will be presents images and also videos about three days of training	White light (central light)	By the video that will be presents
Bridging by MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	PAR light (yellow warm tone)	Energetic instrumental

Performance by Prilly Latuconsina		<p>The screen will be presents images or videos related to Prilly Latuconsina's performance.</p> 	Spotlight in white and PAR light (a combination of purple, blue and orange)	By Prilly Latuconsina's performance
Bridging by MC		<p>Screen will show us an image that contains the words "Metropolitan Enterprise Night" with appropriate design</p> 	PAR light (yellow warm tone)	Energetic instrumental
Stand-up comedy performance by Ricky Wattimena		<p>The screen will show us the slides that are presents photo of Ricky Wattimena as Comic</p> 	Spotlight in white	The theme of his stand-up comedy performance
Bridging by MC		<p>Screen will show us an image that contains the words "Metropolitan Enterprise Night" with appropriate design</p> 	PAR light (yellow warm tone)	Energetic instrumental

LSPR give a placard to Shopee, Trainers, Moderator and photo session		Screen will show us an image that contains the words “Metropolitan Enterprise Night”, logo of LSPR and Shopee	PAR light (a combination of yellow and blue. When photo session start, lighting will change to white light /central light)	Uplifting Upbeat Energetic Instrumental
Bridging by MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design	Spotlight in white	Energetic instrumental , Drumroll effect (when announcing the winner)
Announcing for 3rd Winner of Business Plan Competition and photo session		The screen will show us a photo of the 3rd Winner of Business Plan Competition	PAR light (a combination of orange and blue. When photo session start, lighting will change to white light /central light)	The Winner instrumental
Bridging by MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design	Spotlight in white	Energetic instrumental , Drumroll effect (when announcing the winner)

Announcing for 2 nd Winner of Business Plan Competition and photo session		The screen will show us a photo of the 2nd Winner of Business Plan Competition 	PAR light (a combination of orange and blue. When photo session start, lighting will change to white light /central light)	The Winner instrumental
Bridging by MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	Spotlight in white	Energetic instrumental , Drumroll effect (when announcing the winner)
Announcing for 1 st Winner of Business Plan Competition and photo session		The screen will show us a photo of the 1st Winner of Business Plan Competition 	PAR light (a combination of orange and blue. When photo session start, lighting will change to white light /central light)	The Winner instrumental
Bridging by MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	Spotlight in white	Energetic instrumental , Drumroll effect (when announcing the winner)

Announcing for Best of the Best Winner of Business Plan Competition and photo session		The screen will show us a photo of the Best of The Best Winner of Business Plan Competition 	PAR light (a combination of orange and blue. When photo session start, lighting will change to white light /central light)	The Winner instrumental
Bridging by MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	PAR light (yellow warm tone)	Energetic instrumental
Photo session for all the winners		Screen will show us an image that contains the words “Metropolitan Enterprise Gala Dinner” with appropriate design 	PAR light (a combination of orange and blue. When photo session start, lighting will change to white light /central light)	Uplifting Upbeat Energetic Instrumental
Bridging MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	PAR light (yellow warm tone)	Energetic instrumental

Dinner		The screen will be presents images and also videos about three days of training, video or photo from the guest star who will perform and sponsors	PAR light (combination)	Vien's performance , Nadiva & LSPR Band's performance , jazz music instrumental (sound after guest star's performance done until dinner time ends)
(during dinner) Bridging MC		Screen will show us an image that contains the words "Metropolitan Enterprise Night" with appropriate design 	PAR light (yellow warm tone)	Fun music instrumental
(during dinner) Check sound for Vien performance		The screen will be presents images or videos related to Vien Audrey's performance	Spotlight in white	Ice breaking by Vien
(during the dinner) Performance by Vien Audrey		The screen will be presents images or videos related to Vien Audrey's performance 	Spotlight in white and PAR light (a combination of purple, blue and orange)	By Vien Audrey's performance

(during the dinner) Bridging MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	PAR light (yellow warm tone)	Fun music instrumental
(during the dinner) Check sound for Nadiva & LSPR Band performance		The screen will be presents images or videos related to Nadiva’s performance 	Spotlight in white	Ice breaking by Nadiva
(during the dinner) Performance by Nadiva & LSPR Band		The screen will be presents images or videos related to Nadiva & LSPR Band performance.	Spotlight in white and PAR light (a combination of purple, blue, orange, red and green)	By Nadiva & LSPR Band performance
(after dinner) Bridging MC		Screen will show us an image that contains the words “Metropolitan Enterprise Night” with appropriate design 	PAR light (yellow warm tone)	Energetic instrumental

Closing by MC	Curtain close when after MC said "see you on the next event!"	Screen will show us an image that contains the words "Metropolitan Enterprise Night" and "See you!"	PAR light (yellow warm tone), PAR light (all colors) when MC said "see you on the next event" and curtain closed. After curtain closed, turn on the central light	Energetic instrumental
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Photos of lighting that we will use :



(SPOTLIGHT)



(PAR LIGHT)

F. DECORATION AREAS

There will be four areas that will be decorated: entrance area, registration area, lift area, auditorium area. The details are:

1) Entrance Area

There will be a banner on the right side (under red canopy). The banner will contain information such as guest stars' name, date, time, etc. and also red carpet at the entrance area. Banner size is 4x2 meters.

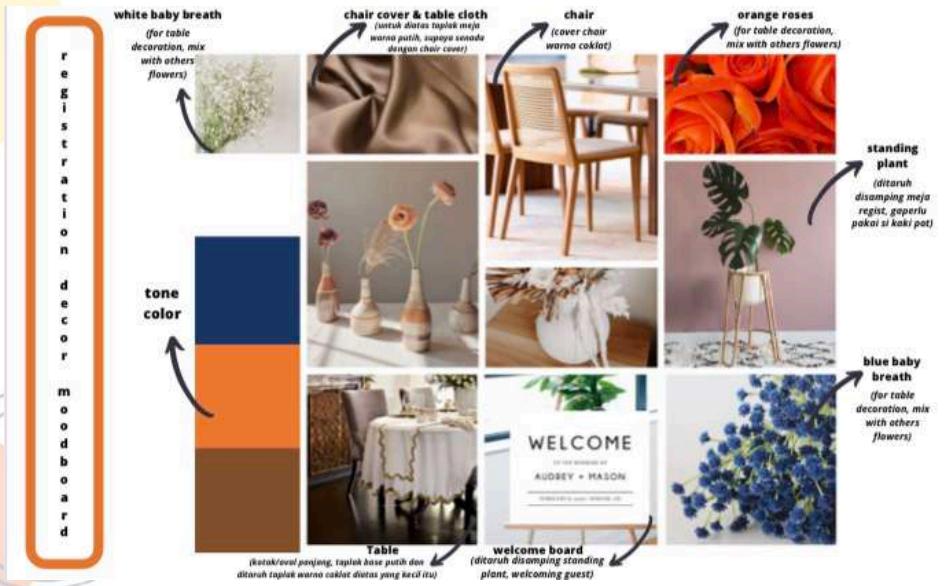


2) Registration Area

The registration area will be at Campus B lobby. There will be two tables and four people to manage the registration. We will decorate the registration's table with flower and cover table, welcome board and standing plant (if possible).



(ILLUSTRATION OF REGISTRATION TABLE)



3) Lift Area

There will be a poster attached at the lift's wall.



(this photo is only for illustration)

4) Auditorium Area

There will be a decoration from Styrofoam in front of the auditorium. The Styrofoam will be in the form of word “Shopeesticated” and decorated by lights. When entering the auditorium, there will be a photo booth stand across auditorium entrance (in front of windows). The background of the photobooth is in the form of photograph of training activities that will be neatly hung down. We will decorate the stage with dummy decoration that fits the concept. We will also decorate 10 tables in this auditorium with cover table, flower in the vase (the flowers are combination of rose and baby breath), table mat, tent card in shades of orange and blue. All the decoration concept is based on Metropolitan Enterprise theme.

SHOPEESTICATED

(Illustration of decoration in front of auditorium)



(Illustration of photobooth concept)

Design stage (1) - PR 21 - 4C



(Illustration of stage decoration)

MOODBOARD ROUND TABLE



(Mood board for table decoration)

II. PROMOTION DIVISION

a) TIMELINE PROMOTION FOR INFLUENCER

No	Nama Influencer	DECEMBER																													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
1	Zahra Salsabila																														
2	Sarah Sabilla																														
3	Prilly Latuconsina																														
4	Zulfa Maharanii																														
5	Muhammad Riza Irsyadillah																														

COLOUR	DETAIL
Yellow	Announce about training for Shopee's SME
Orange	Announce about the day of training and business of competition
Green	Elimination Phase
Blue	Grand Final
Yellow	Awarding Night

b) BUDGETING

No.	Nama Influencer	Details	Detail Prices	Total Prices
1	Zahra Salsabila	9 post	Rp. 100.000	Rp. 900.000
2	Sarah Sabilla	9 post	Rp. 200.000	Rp. 1.800.000
3	Prilly Latuconsina	9 post	Rp. 350.000	Rp. 3.150.000
4	Zulfa Maharanii	9 post	Rp. 200.000	Rp. 1.800.000
5	Muhammad Riza Irsyadillah	9 post	Rp. 200.000	Rp. 1.800.000
Grand Total			Rp. 9.450.000	

c) MATERIAL PROMOTION INSTASTORY INSTAGRAM FOR INFLUENCER

- Material Promotion for Training Shopee's SME

Announce about training for Shopee's SME	COUNTING DAYS! A few more days to Shopee's SME training at the Shopeesticasted event! For those of you who already registered, the training will take place for 3 days. Starting on the 7th until 9th of December, this week! In the training, we will discuss the topics about service quality, public speaking, and professional communication. The topic will be presented by speakers who are experts in their fields. For all of you who have not been able to join, don't worry because you can see how the training activities are taking place while supporting your friends who are running the training. For more information details please follow and check @shopeesticated
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- Material Promotion for the Day of Training and Business Plan Competition

Announce about the day of training and business plan competition	TODAY IS THE DAY!! "Training and business competition plan". Just a little reminder guys, gate training for the first, second and third day will be open at 9 am, so don't be late! And we will also hold a business plan competition for training participants! Certainly the Terms and Conditions apply to that business plan competition. Give your best spirit! You will get a very useful training. For more details please follow and check @shopeesticasted!!
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- Material Promotion for Elimination Phase

Elimination phase	Hello guys, what do you think about last 3 days Shopeesticasted training event? Very interesting and useful right? During 3 days training there was also a business plan competition, to test what the trainees have gained during training. Now I want to inform you that on the 10th and 11th of December, the judges will determine the 10 grand finalists of the Business Plan Competition and there will also be other interesting things. For those of you who are curious, you can check on Instagram @shopeesticasted right now!! I hope one of your friends can be chosen in the grand finalist!
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- Material Promotion for Grand Final

Grand Final	Hello guys, as you know yesterday the judges have chosen 10 grand finalists business plan competition. Of course you are curious about the chosen business plan concept right? Today 10 grand finalists will present their business plans that they have made during the training and on this day the judges will immediately select 3 winners and the best of the best from the business plan competition. For more information, you can immediately check on Instagram @shopeesticasted or swipe up!
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- Material Promotion for Awarding Night

Awarding Night	Hello everyone, I want to say thank you for your support who have participated in the excitement of Shopeesticasted training events from the 1st day of 7 December until the 3rd day of 9 December. The event will not only reach the training, but on 14 December there will be an awarding night. The event will be the top of the Shopeesticasted event and at the same time as selected training. The awarding night will be held at Prof. Dr. Djajusman's Auditorium and Performance Hall, Campus B, LSPR Communication and Business Institute with the theme of Metropolitan Company. The event will be enlivened by Prilly Latuconsina, Ricky Wattimena, Vien Audrey and many others. It will be a fantastic night! To find out more information you can immediately check on Instagram @shopeesticated or swipe up! Hope u guys have a great day!
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- Material Promotion for Radio (in English and Indonesia)

Material Promotion Radio	Hi everyone! LSPR is holding an event in collaboration with Shopee! The name of the event is Shopeesticasted. The purpose of this event is to provide training ethics in business to small medium enterprises. There are so many interesting activities in this event, such as training, competitions and awarding nights. This event was also enlivened by Prilly Latuconsina, Ricky Wattimena, Vien Audrey and many more. Curious how the execution of this event? Let's follow us on Instagram @shopeesticated. Don't forget to keep update!
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Hai semuanya! LSPR sedang mengadakan event yang berkolaborasi dengan Shopee loh! Event tersebut bernama Shopeesticated. Tujuan dilaksanakannya event tersebut adalah untuk memberikan pelatihan mengenai etika dalam berbisnis kepada small medium enterprise. Banyak aktivitas menarik loh dalam event ini, seperti training, kompetisi dan awarding night. Acara ini juga turut dimeriahkan oleh Prilly Latuconsina, Ricky Wattimena, Vien Audrey dan masih banyak lagi. Penasaran seperti apa pelaksanaan acara ini? follow dan ikutin terus perkembangannya di Instagram @shopeesticated ya!



III. MEDIA DIVISION [MEDIA PARTNER]

a) PRESS RELEASE

For Immediate Release

NEWS FROM LSPR COMMUNICATION AND BUSINESS INSTITUTE PRESS RELEASE COLLABORATION BETWEEN LSPR AND SHOPEE

Jakarta, 28th November 2020 – LSPR with Shopee conducted a collaboration called Shopeesticated. Shopeesticated was the first online education business ethics campaign conducted by e-commerce is a form of the contribution made by LSPR with Shopee to provide knowledge of how important business ethics is for all 75 members of Shopee's Small Medium Enterprise sellers because through knowledge of business ethics it is very important to master business. It will be held on 7 December to 9 December 2020. There will also be a business plan competition and an Awarding Night Event.

Sylvia Roennfeld, Shopeesticated Chairperson stated, "This collaboration held to support Shopee Indonesia sellers improving their knowledge in business ethics and communication skills followed by three days training will be divided into 4 sessions, the material provided in each session will be delivered by speakers who are experts in their respective fields, not only that we will also provide competition for SME members who have joined and the winners will later announce on awarding night."

Handika Tjahja as CEO of Shopee Indonesia stated "We hope that the cooperation between Shopee and LSPR will be received positively and can have a good impact on online business entrepreneurs and to show our concern to all SME's sellers about how important business ethics is to get loyalty and satisfaction from customers"

Shopee's Small Medium Enterprise sellers will be trained about Communication Business Ethics and Service Excellent by professional lecturers from LSPR and the training will be attended by 25 people per-day. They will gain knowledge regarding service quality, public speaking, and professional communication, before ending them with exercises. The exercise will have the members make a business plan proposal, which will be contested. The closing of the shopeesticated was called awarding night will be held at Prof. Dr. Djajusman Auditorium & Performance Hall as an appreciation to all parties who have successfully completed the training activities also there are ten winners best of the best to be announced.

CONTINUED

LSPR Communication and Business Institute, previously known as The London School of Public Relations – Jakarta, founded by Prita Kemal Gani MBA, MCIPR, APR. established in 1992. LSPR become the Leading Graduate Communication School, offering Bachelor and Master Degree program in the fields of Communication and Business Studies. LSPR has produced 20,000 alumni and also has 50 university partners around the world. The institute is committed to producing professional communication graduates.

Fitri Josye Alivia
Press Officer
081315223455

ENDS

For further information, please contact:

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Event Director
Shopeesticated

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Jakarta Pusat 10220

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Email: stefanietanaki5@gmail.com

Date: 27/10/2020
Ref: LS/001/S/2020



b) MEDIA PARTNER LIST FOR MAIN-EVENT

No.	Name of Media	Media	PIC
1.	Kompas.com	Online Media News	Desy
2.	Prambors FM	Radio	Deianeira
3.	Trans 7	TV	Fitri
4.	NET TV	TV	Fitri
5.	Poskota News	Print Media	Desy

c) LIST MEDIA FOR PRESS CONFERENCE

ONLINE MEDIA NEWS		
No.	Nama Media	PIC
1.	DailySocial.id	Desy
2.	Mediastartup.id	Desy
3.	SWA Online	Desy
4.	Kompas.com	Desy
5.	Entrepreneuridn.com	Desy
6.	Bisnis.com	Desy
7.	Tech in Asia Indonesia	Desy
8.	CNBC Indonesia	Desy
9.	Liputan6.com	Desy
10.	Detik.com	Desy
11.	Suara.com	Desy
12.	Okezone.com	Desy
13.	SINDOnews	Desy
14.	Kumparan	Desy
15.	Viva.co.id	Desy
RADIO		
16.	LSPR Radio	Deianeira
17.	Prambors FM	Deianeira
18.	Trax FM	Deianeira
19.	Jak FM	Deianeira
20.	Gen FM	Deianeira
21.	Mustang FM	Deianeira
22.	Cosmopolitan FM	Deianeira
23.	Virgin FM	Deianeira
24.	Oz Radio	Deianeira
25.	Female Radio	Deianeira
26.	Delta FM	Deianeira
27.	Bahana FM	Deianeira
28.	PAS FM Jakarta	Deianeira
29.	Brava Radio	Deianeira

COMMUNITY MEDIA		
30.	Transtv_corp	Deianeira
31.	Jakarta event	Deianeira
32.	Event banget	Deianeira
33.	Media event	Deianeira
34.	Event hunter Indonesia	Deianeira
35.	Event apa aja	Fitri
36.	Pusat event semua kampus	Fitri
37.	Digation.id	Fitri
38.	MUDANews.com	Fitri
39.	Hipwee	Fitri
40.	Ruang Mahasiswa	Fitri
41.	Binus TV	Fitri
42.	Haievent.com	Fitri
TV		
43.	NET TV	Fitri
44.	CNBC TV	Fitri
45.	iNews	Fitri
46.	SCTV	Fitri
47.	MetroTV	Fitri
48.	Trans 7	Fitri
49.	RTV	Fitri
PRINT MEDIA		
50.	Provoke	Fitri
51.	KOMPAS	Fitri
52.	MEDIA INDONESIA	Fitri
53.	Koran SINDO	Fitri
54.	POSKOTA NEWS	Fitri
55.	KORAN JAKARTA	Fitri
56.	MARKETEERS	Fitri
57.	JAWA POS	Desy
58.	Koran Tempo	Desy
59.	Majalah SINDO	Desy
60.	Majalah Tempo	Desy
61.	ANTARA	Desy
62.	LSPR News	Desy
Total Media		62

d) LIST MEDIA FOR AWARDING NIGHT

No.	Name of Media	Media	PIC
1.	Kompas.com	Online Media News	Desy
2.	Prambors FM	Radio	Deianeira
3.	Trans 7	TV	Fitri
4.	NET TV	TV	Fitri
5.	Poskota News	Print Media	Desy

e) PRESS CONFERENCE RUNDOWN

No.	Description	Time	PIC
1.	Registration for Media and Goodie Bag's Distribution and Coffee Break	7.15 - 8.00	Desy
2.	Opening Remarks	8.00 - 8.03	Deianeira
3.	Welcoming Speech from Shopee representative	8.03 – 8.10	Desy
4.	Speech from LSPR Chairperson	8.10 - 8.13	Desy
5.	Explanation from Shopeesticated Event Director	8.13 - 8.23	Fitri
6.	Question and Answer	8.23 - 8.38	Deianeira
7.	Closing speech from LSPR and Thank you note from Shopee	08.41 – 8.44	Fitri

f) MEDIA SEATING ARRANGING (PRESS CONFERENCE)

BACKDROP PRESS CONFERENCE

TABLE

A 10x10 grid divided into four quadrants:

- Top-Left Quadrant (Orange):** Contains 3 rows of orange cells.
- Top-Right Quadrant (Red):** Contains 3 rows of red cells.
- Bottom-Left Quadrant (Blue):** Contains 3 rows of blue cells.
- Bottom-Right Quadrant (Yellow):** Contains 3 rows of yellow cells.

The bottom row of the grid contains alternating green and light green cells.

Details:

Attended by 65 Media

Orange Row For: TV

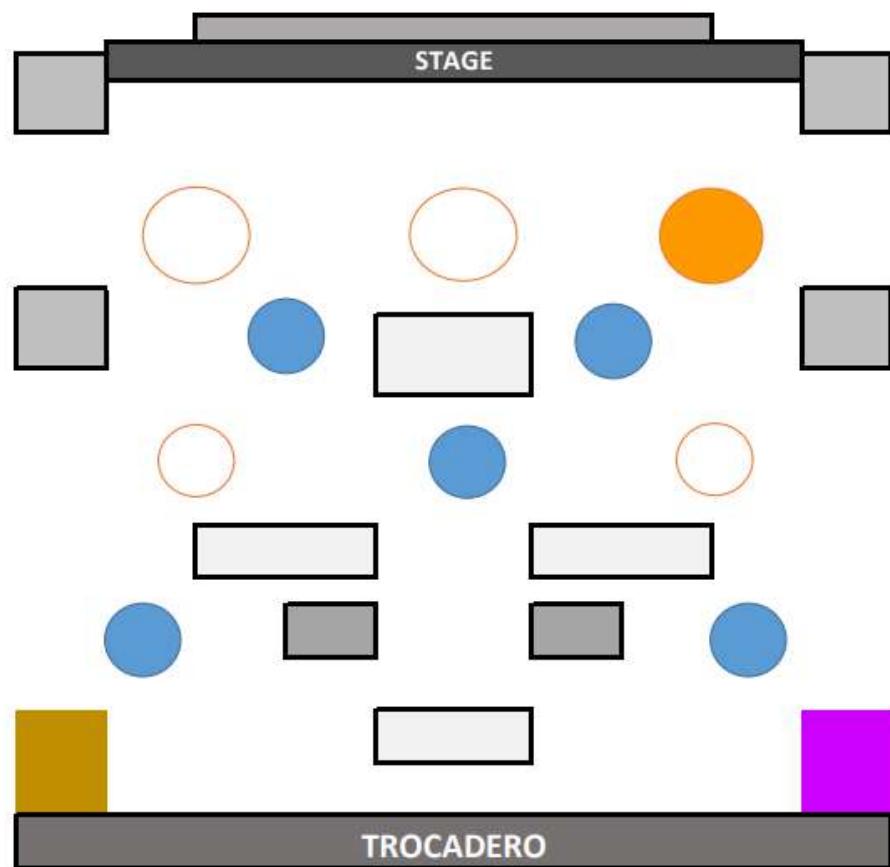
Red Row For: Online Media

Blue Row For: Radio

Yellow Row For: Community Media

Green Row For: Print Media

g) MEDIA SEATING ARRANGING (AWARDING NIGHT)



At the right point of orange colour,
is the position of 5 media that attend
in Awarding Night

IV. MEDIA DIVISION [SOCIAL MEDIA]

a) CONTENT FEEDS INSTAGRAM

Content Feed		
Post photo of the 3,2,1 Winners and best of the best at awarding night	Post photo of 75 trainee at awarding night	Post photo of 10 best Winners at awarding night
Post photo of the guest star at awarding night	Awarding night poster	3 Winners & best of the best
Post 10 Grand Finalist poster	Poster to inform 10 Grand Finalist	Video recap day 3
Training day 3	Video recap day 2	Training day 2
Video recap day 1	Training day 1	Press conference
Post photo of the speaker 3	Post photo of the speaker 2	Post photo of the speaker 1
Post photo of the sponsorship	Post photo of media partner	Post training poster

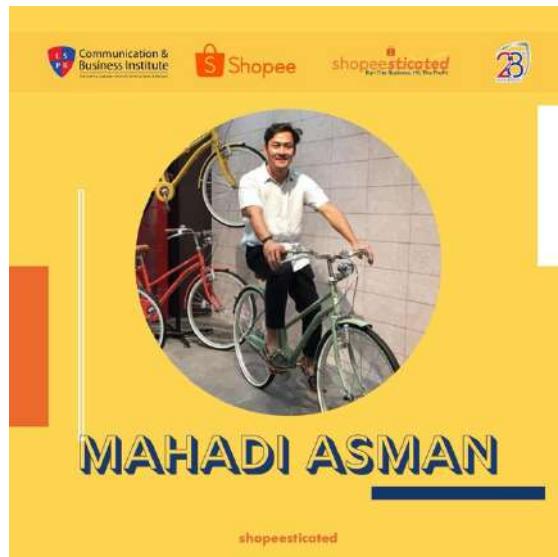
b) DETAIL OF CONTENT FEEDS INSTAGRAM

Date Posting	Content Feed	Design Posting	Caption
1/12/20	Post training's poster		<p>Hello everyone, how are you all doing?</p> <p>Shopeesticated has the aim to help Improve the Shopee Seller business by educating business ethics of online communication by holding a series of business training for three days that will be held from Monday, December 7th 2020 until Wednesday, December 9th 2020, from 09.00-17.00 PM at Shopee Office Jakarta.</p> <p>In this training, trainers will explain how important communication skills in business and trained to have communication skills that will be supported their business. Training will be separated into four sessions: Service Quality, Public Speaking, Professional Communication and Exercise.</p> <p>We hope you're as excited as we are! we can't wait to meet you guys!</p> <p>D-6 SHOPEESTICATED EVENT @shopee @shopeesticated @Lsprjakarta</p>

			#SHOPEESTICATE D2020
2/12/20	Post media partner's logo	 <p>MEDIA PARTNER</p> <p>NET. TELEVISI MASA KINI</p> <p>shopeesticated</p>	Hello everyone! We want to thank all 62 media partners which consisting 15 online media, 14 radio, 13 community media, 7 TV media and 13 Print Media who have collaborated with us for the success of Shopeesticated. D-5 SHOPEESTICATED EVENT @shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020
3/12/20	Post sponsorships's logo	 <p>SPONSORED BY :</p> <p>Unilever</p> <p>shopeesticated</p>	Hello everyone! We want to thank all the sponsorship who have collaborated with us for the success of Shopeesticated. D-4 SHOPEESTICATED EVENT @shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020

4/12/20

Post a photo of trainer 1



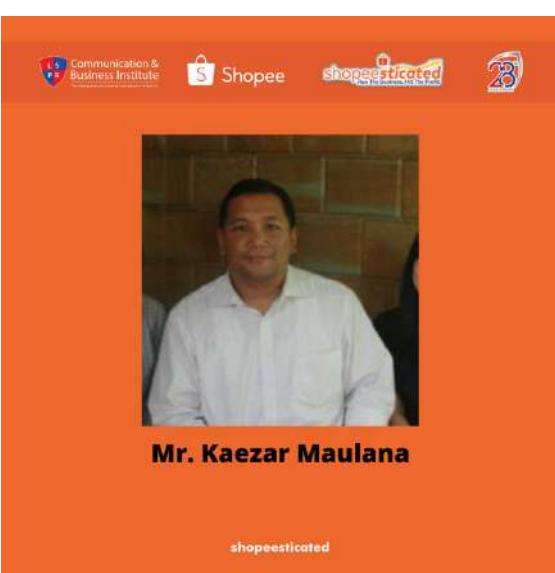
Hello everyone!
In training session 1, the SME's Shopee will be taught about good service quality that will be delivered by Mr. Mahadi Asman. The training will be discussing various types of good service quality, such as: Excellent product knowledge, Excellent photos of products (tips and tricks on how to take a good photo) and Excellent customer service.

Date: Monday,
December 7th 2020
Time: 9.00-17.00 PM
Place: Shopee Office
Jakarta

We're very excited and can't wait to see you guys there!

D-3
SHOPEESTICATED
EVENT
@shopee
@shopeesticated
@Lsprjakarta
#SHOPEESTICATE
D2020

5/12/20	Post a photo of trainer 2		<p>Hello everyone! In training session 2, the SME's Shopee will be taught about public speaking that will be delivered by Dr.Sri Ulya Suskarwati. The SME's Shopee will be explained about the function of public speaking while running the business and trained on how to do good Public Speaking.</p> <p>Date: Tuesday, December 8th 2020 Time: 9.00-17.00 PM Place: Shopee Office Jakarta</p> <p>We're very excited and can't wait to see you guys there!</p> <p>D-2 SHOPEESTICATED EVENT @shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>
6/12/20	Post a photo of trainer 3		<p>Hello everyone! In training session 3, the SME's Shopee will be taught about Professional Communication in the form of Communication Business Ethics that will be delivered by Mr. Kaezar Maulana. The SME's Shopee will be explained about Professional Communication and the important of Communication Business Ethics in business.</p>

		 <p>Mr. Kaezar Maulana</p>	<p>Date: Wednesday, December 9th 2020 Time: 9.00-17.00 PM Place: Shopee Office Jakarta</p> <p>We're very excited and can't wait to see you guys there! D-1 SHOPEESTICATED EVENT @shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>
7/12/20	Post a photo of press conference	 <p>Press Conference</p>	<p>Hello everyone, we are so happy to see all your excitement during the press conference that held at Shopee Office today! Can't wait to see all of you at the training!! @shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>
7/12/20	Post training day 1	 <p>Training Day 1</p>	<p>Hello everyone, training day 1 is a wrap!! Big thanks to Mr. Mahadi Asman for sharing with us about Good Service Quality, such a privilege for all the participant for joining the training. See you tomorrow!! @shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>

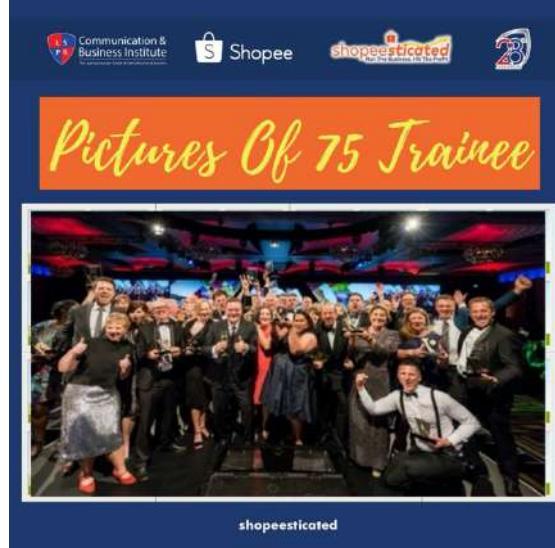
7/12/20	Post video recap day 1	 <p>A screenshot of a video player showing a woman giving a presentation to a group of people seated in rows. The video player has a blue background and includes logos for Communication & Business Institute, Shopee, shopeesticated, and a stylized 'B'. Below the video frame, the text 'Video Training Day 1' is displayed.</p>	<p>Hei all, we are having fun together at day 1, we talk, we share, we laugh, we learn! What an awesome day!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>
8/12/20	Post training day 2	 <p>A screenshot of a video player showing a large lecture hall filled with students seated in rows. The video player has an orange background and includes logos for Communication & Business Institute, Shopee, shopeesticated, and a stylized 'B'. Below the video frame, the text 'SHOPEESTICATED TRAINING DAY 2' is displayed.</p>	<p>Training day 2 about Public Speaking by Mrs. Dr. Sri Ulya Suskarwati. Public Speaking is so important to help every business build their reputation, thanks for the sharing Mrs. Ulya!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>
8/12/20	Post video recap day 2	 <p>A screenshot of a video player showing a large lecture hall filled with students seated in rows. The video player has an orange background and includes logos for Communication & Business Institute, Shopee, shopeesticated, and a stylized 'B'. Below the video frame, the text 'SHOPEESTICATED TRAINING DAY 2' is displayed.</p>	<p>Still on training day 2, thanks for all the positive vibe! See you tomorrow!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>

9/12/20	Post training day 3		<p>Last day training session by Mr. Kaezar Maulana, talking about Professional Communication when we build a business! Such a nice topic for the closing session! Thank you for all participants!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>
10/12/20	Post video recap day 3		<p>Still on training day 3 and also the last video recap from this Hereticated event! How amazing this journey that we already through together from day 1 until day 3. See you in the next event!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>
10/12/20	Post a content that tell audience that will be ten grand finalists		<p>Hey everyone! How's your day? I hope you're all good ;) We're going to announce 10 grand finalist who has been chosen by the judges. Who's waiting for the announcement?</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>

11/12/20	Post a poster of 10 grand finalist		<p>Congratulation! this is the announcement that all of the participate had been waiting for a long time ;) hope your name is on the list! Once again, congratulation for all the 10 grand finalist!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>
12/12/20	Post three winners and best of the best winner's photo		<p>Good afternoon everyone! After all the judges discussing to choose the winner and also best of the best, here it is!</p> <p>Congratulation for the 3 winners and best of the best! Hoping your skill will be developing more!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>

12/12/20	Post awarding night's poster		<p>Who's exciting for the awarding night by Shopeesticated?? I'm so exciting of course! Awarding night is an awarding for the trainee to give all of them something to remember after join this Hereticated event! See you on 14th December everyone!!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>

13/12/20	Post guest star's photo		<p>And this is our guest star for the awarding night by Shopeesticated. Let's make some joy and happiness after the journey that we already through before! See you tomorrow!!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>
14/12/20	Post a photo of ten best winner at Awarding Night		<p>Here it is! All of the 10 best from our trainee, congratulation! Keep staying on Shopeesticated because we are going to announce the 3 winners and best of the best.</p> <p>Stay tuned!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>

14/12/20	Post a photo of all trainee at Awarding Night		<p>So amazing for the 3 days that we already through together. There's a lot information and also a lesson that we're all can learning from this event.</p> <p>All of you great a good job, so impressive! Thank you for joining our event!</p> <p>See you on the next event and don't forget to keep participate on the next, next event!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>
15/12/20	Post a photo of three winners and best of the best winner at Awarding Night		<p>The waiting moment is come!</p> <p>Yes! Congratulation! This is our 3 winners and best of the best! Hoping all of the winner can develop more! Thank you for the winners for making the judges proud because of your skill!</p> <p>See you by being a participate again in the next event! Once again congratulations winner!</p> <p>@shopee @shopeesticated @Lsprjakarta #SHOPEESTICATE D2020</p>

Best of the Best

Foto Pemenang

THIRD PLACE

shopeesticated

Best of the Best

Foto Pemenang

SECOND PLACE

shopeesticated

c) TIME POSTING



From the information above we're going to post on 11 am every day. But in some day we're going to post 2 posting for a day. So, we're all decide if we're going to post 2 photo on a day, we choose 11 am and 7 pm.

shopeesticated
Run The Business, Hit The Profit

V. FINANCE DIVISION

a) BUDGET CAMPAIGN

MAIN EVENT (BUDGET CAMPAIGN)						
NO	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE	
PRESS CONFERENCE						
1	Tote Bag Canvas	Custom	62	Rp. 10.000/pcs	Rp 620.000	
2	Keychain	Custom	62	Rp. 14.900/pcs	Rp 923.800	
3	Pen	Custom	62	Rp. 4.000/pcs	Rp 248.000	
4	Notebook Spiral	Custom size A5	62	Rp. 25.000/pcs	Rp 1.550.000	
5	Folder Map	Custom	62	Rp. 4.000/pcs	Rp 248.000	
6	Powerbank	Merk Robot 10.000 mAh	62	Rp. 164.900/pcs	Rp 10.223.800	
7	ID Card Cover	Plastic Material size 9.5 x 13 cm	62	Rp. 500/pcs	Rp 31.000	
8	ID Card	Size 9.6 x 13 cm	62	Rp. 2.800/pcs	Rp 173.600	
9	ID Card Rope	Size 2 cm	62	Rp. 2.500/pcs	Rp 155.000	
TRAINING						
10	Tote Bag Canvas	Custom	75	Rp. 10.000/pcs	Rp 750.000	
11	Notebook Spiral	Custom size A5	75	Rp. 25.000/pcs	Rp 1.875.000	
12	Pen	Custom	75	Rp. 4.000/pcs	Rp 300.000	
13	Sticker	Custom and Cutting (1 sheet A3) Custom size A4	2 sheet	Rp. 55.000/pcs	Rp 110.000	
14	Certificated	Custom size A4	75	Rp. 2.500/pcs	Rp 187.500	
15	MC	Surianto, M.Ikom.		Rp. 1.000.000	Rp 1.000.000	
16	Moderator	Oki Alparessi, M.Ikom.		Rp. 1.000.000	Rp 1.000.000	
17	Speaker	Mahadi Asman, Sri Ulya Suskarwati, Kaezar Maulana		Rp. 1.500.000/session	Rp 18.000.000	
BUSINESS PLAN						
18	Placard for Winners Competitions	Acrylic material	8	Rp. 130.000/pcs	Rp 1.040.000	
19	Certificated	Size A4	10	Rp. 4.000/pcs	Rp 40.000	
20	Placard for Shopee	Acrylic and velvet material	1	Rp. 130.000/pcs	Rp 130.000	
AWARDING						
21	Decoration Sterofoam Materil	Height 2m, Thickness 5cm	2	Rp. 500.000/set	Rp 1.000.000	
22	Standing Photobooth	Pole Backgrond	1	Rp. 279.000/set	Rp 279.000	
23	Straw Rope	To hang a photos	2	Rp. 300/pcs	Rp 600	
24	Origami	For a variety of photo hangers (size 12x12 contains 100 sheets)	1	Rp. 6.000/set	Rp 6.000	
25	Styrofoam Letters + Lamp	Size 70cm	14	Rp. 250.000/alphabet	Rp 3.500.000	
26	Decoration Sterofoam Stage	Height 2m and width 2m	2	Rp. 900.000/set	Rp 1.800.000	
27	Vase Flower	Glass material (size 17cm)	15	Rp. 12.500/pcs	Rp 187.500	
28	Decorative Flowers	Blue Baby Breath	15	Rp. 29.000/pcs	Rp 435.000	
29	Decorative Flowers	White Baby Breath	15	Rp. 10.000/pcs	Rp 150.000	
30	Napkin	Orange Color	120	Rp. 11.500/pcs	Rp 1.380.000	
GUEST STAR						
31	Prilly Latuconsina	2 Songs		Rp. 5.000.000	Rp 10.000.000	
32	Vien Audrey	3 Songs		Rp. 100.000	Rp 300.000	
33	Ricky Watime	Standup Comedy		Rp. 2.500.000/15 minutes	Rp 2.500.000	
34	Nadiva & LSPR Band	2-3 Songs		Rp. 80.000	Rp 240.000	
35	LSPR Dance	Dance Group		Rp. 50.000	Rp 250.000	
PRINTED MATERIALS						
36	Printing Photos	Size A4, 3R, number of photos printed 25 photos, laminated	50	Rp. 24.500/sheet	Rp 49.000	
37	Print Tent Card	Size A4, Art Carton Material and Finishing Laminating	15	Rp. 9.000/pcs	Rp 135.000	
39	Print Lift Poster	Size A3	2	Rp. 4.000/pcs	Rp 8.000	
40	Banner	Size 4x2m, Flexi China Material	1	Rp. 120.000/pcs	Rp 120.000	
41	Print Table Mat	Size A4	120	Rp. 2.000/pcs	Rp 240.000	
42	Door Lift Sticker	70 x 200 cm	2	Rp. 240.000/set	Rp 480.000	
43	Print Poster Welcome	Size A3	2	Rp. 4.000/pcs	Rp 8.000	
PROMOTION						
44	Zahra Salsabila	Upload Snapgram	9 post	Rp. 100.000	Rp 900.000	
45	Sarah Sabila	Upload Snapgram	9 post	Rp. 200.000	Rp 1.800.000	
46	Prilly Latuconsina	Upload Snapgram	9 post	Rp. 350.000	Rp 3.150.000	
47	Zulfa Maharani	Upload Snapgram	9 post	Rp. 200.000	Rp 1.800.000	
48	Muhammad Riza Irsyadillah	Upload Snapgram	9 post	Rp. 200.000	Rp 1.800.000	
FOOD & BEVERAGES (FnB)						
49	Monami Bakery	-	101	Rp. 20.000/box	Rp 2.020.000	
50	Mikaila Catering	mcs A (Coffee Break Day 1-3)	390	Rp. 24.000/pax	Rp 9.360.000	
51	Tiga Dara Catering	Package 1 (Training Day 1)	65	Rp. 29.000/pax	Rp 1.885.000	
52	Tiga Dara Catering	First Class Package 9 & 10 (Training Day 2 & 3)	130	Rp. 27.000/pax	Rp 3.510.000	
53	Medina Catering	Regular Buffet (Awarding Night)	120	Rp. 85.000/pax	Rp 10.200.000	
TOTAL BUDGET CAMPAIGN						Rp 95.598.800

b) BUDGET CONSTRUCTION

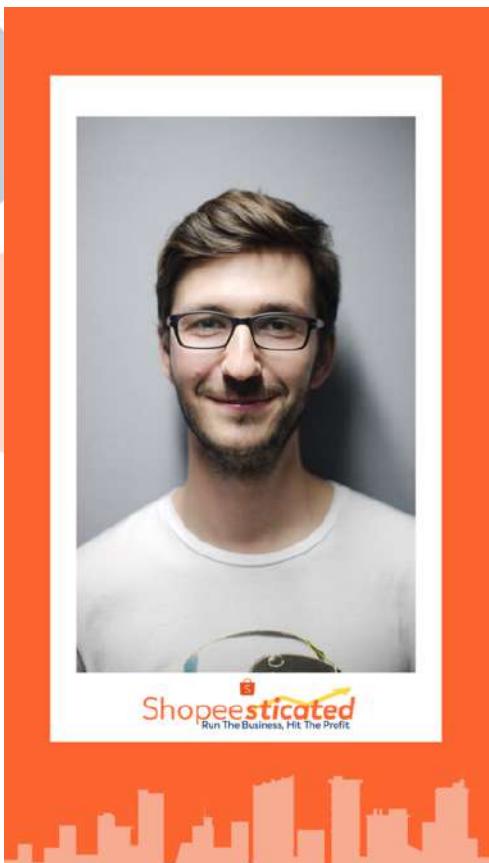
MAIN EVENT (BUDGET CONSTRUCTION)						
NO	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE	
PRESS CONFERENCE						
1	Long Table	Size 180 cm x 60 cm x 75 cm	8	Rp. 100.000	Rp 800.000	
2	Sounds System	By AKUSEWA	1	Rp. 4.500.000	Rp 4.500.000	
3	LED Screen	By AKUSEWA	1	Rp. 800.000	Rp 800.000	
4	Chair	Chair & Cover	62	Rp. 15.000	Rp 930.000	
TRAINING						
5	Long Table	Size 180 cm x 60 cm x 75 cm (rent for 3 days)	8	Rp. 100.000/day	Rp 2.400.000	
6	Sounds System	By AKUSEWA (rent for 3 days)	1	Rp. 4.500.000/day	Rp 13.500.000	
7	LED Screen	By AKUSEWA (rent for 3 days)	1	Rp. 800.000/day	Rp 2.400.000	
8	Chair	Chair & Cover (rent for 3 days)	25	Rp. 15.000/day	Rp 1.125.000	
AWARDING NIGHT (DECORATION)						
9	Red Carpet	Available at campus LSPR (Entrance Area)				
10	Standing Poster	Available at campus LSPR (Registration Area)	2			
11	Standing Plan	Available at campus LSPR (Registration Area)	1			
12	Round Table	Available at campus LSPR (Registration Area)	1			
13	Chair	Available at campus LSPR (Registration Area)	2			
14	Table Cover	Available at campus LSPR (Registration Area)	1			
15	Screen Projector	Available at campus LSPR (Stage)				
16	Podium	Available at campus LSPR (Stage)				
17	Square Table	Available at campus LSPR (Round Table)	5			
18	Round Table	Available at campus LSPR (Round Table)	10			
19	Chair	Available at campus LSPR (Round Table)	120			
20	Chair Cover	Available at campus LSPR (Round Table)	120			
21	Table Cover	Available at campus LSPR (Round Table)	15			
TOTAL BUDGET CONSTRUCTION						Rp26.455.000
TOTAL BUDGET MAIN EVENT						Rp122.053.800

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VI. DESIGN DIVISION

A. SOCIAL MEDIA MATERIAL

- Filter Instagram



- Instagram Story for Promotion the Sponsor



- Twibbon



B. PRESS CONFERENCE

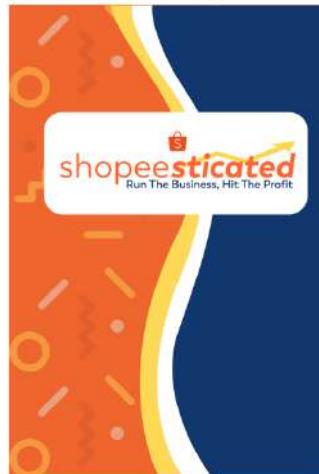
a) Press Conference Backdrop



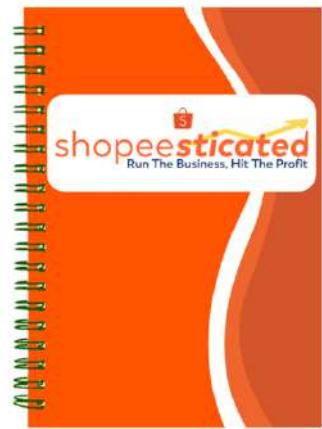
b) Press kit

The logo for the shopeesticated press kit, featuring the word "shopeesticated" in a stylized orange font with a yellow swoosh, and the tagline "Run The Business, Hit The Profit" in a smaller gray font below it.

Tote bag



Map Folder



Book



Pen



Key chain



Sticker



Power bank



shop

c) Crew Shirt



C. TRAINING SESSION

a) Training Session Poster



b) Power Point Design

The presentation consists of four slides:

- BACKGROUND:** Features a collage of images related to business and technology, including a bridge, a person working on a laptop, and a person pointing at a screen.
- PRE EVENT:** Shows a person working at a desk with a computer monitor displaying a job listing for 'EXECUTIVE ASSISTANT'.
- MAIN EVENT:** A slide titled 'MAIN EVENT' with a large yellow section containing text about technology and benefits, and a smaller section about pool cleaning services.
- POST EVENT:** Shows a group of people in a meeting, with a bio for 'NATHANIEL MCKENZIE' and a section for 'specialty benefits'.

c) Handout

ABOUT EVENT

FREUNDSCAFT BRIDGE

Located in the heart of Germany

Balkan worked with Polygon Studio to design a classically structured bridge that would easily fit in with the visual aesthetic of the city. The underside of the bridge was repurposed as a walkway.

The Arc de Triomphe honours those who fought and died for France in the French Revolutionary and the Napoleonic Wars, with the names of all French victories and generals inscribed on its inner and outer surfaces.

TOPIC PER SESSION

Akan ada 4 sesi dalam pelatihan ini, antara lain :

SESI 1 : SERVICE QUALITY

Dalam sesi ini akan dijelaskan lebih dalam mengenai pentingnya service quality dalam berbisnis online. Trainer yang akan melakukan disini adalah Mahadi Asman

SESI 2 : PUBLIC SPEAKING

Dalam sesi ini akan dijelaskan lebih dalam mengenai pentingnya public speaking dan bagaimana penerapannya dalam bisnis online. Trainer dalam sesi ini adalah Dr. Sri Ulya Suskarwati, S.E., M.Si.

SESI 3 : PROFESSIONAL COMMUNICATION

Dalam sesi ini akan dijelaskan lebih dalam mengenai Professional Communication. Trainer dalam sesi ini adalah Mr. Kaezar Maulana, S.I.P.

SESI 4 : EXERCISE

Dalam sesi ini, peserta akan dibimbing oleh Mr. Kaezar Maulana untuk membuat business plan yang kemudian akan di perlombakan antar peserta

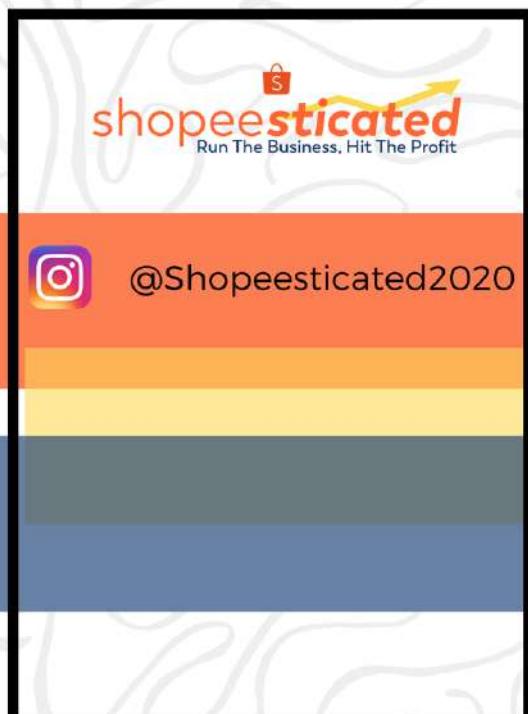
shopeesticated
Run The Business, Hit The Profit

RUNDOWN

TIME	ACTIVITY	TRAINER	PIC
09.00	Open Gate	—	Izky S
09.00 - 10.00	Registration	—	Izky S
10.00 - 10.15	Coffee Break	—	Dwika A
10.15 - 12.00	TRAINING SESSION 1: SERVICE QUALITY	Mahadi Asman	Dwika A
12.00 - 13.00	Lunch	—	Stefanie T
13.00 - 14.45	TRAINING SESSION 2: PUBLIC SPEAKING	Dr. Sri Ulya Suskarwati, S.E., M.Si.	Stefanie T
14.45 - 15.45	TRAINING SESSION 3: PROFESSIONAL COMMUNICATION	Mr. Kaezar Maulana, S.I.P.	Angel O
15.45 - 16.00	Coffee Break	—	Angel O
16.00 - 16.45	TRAINING SESSION 4: EXERCISE	Mr. Kaezar Maulana, S.I.P.	Nyoman R
16.45 - 17.00	Photo Session	—	Nyoman R

Communication & Business Institute

Shopee



d) Photobooth



D. AWARDING NIGHT

a) Awarding Night Poster



b) Tenant Media



c) Table Mat Awarding



d) Invitation VIP Awarding



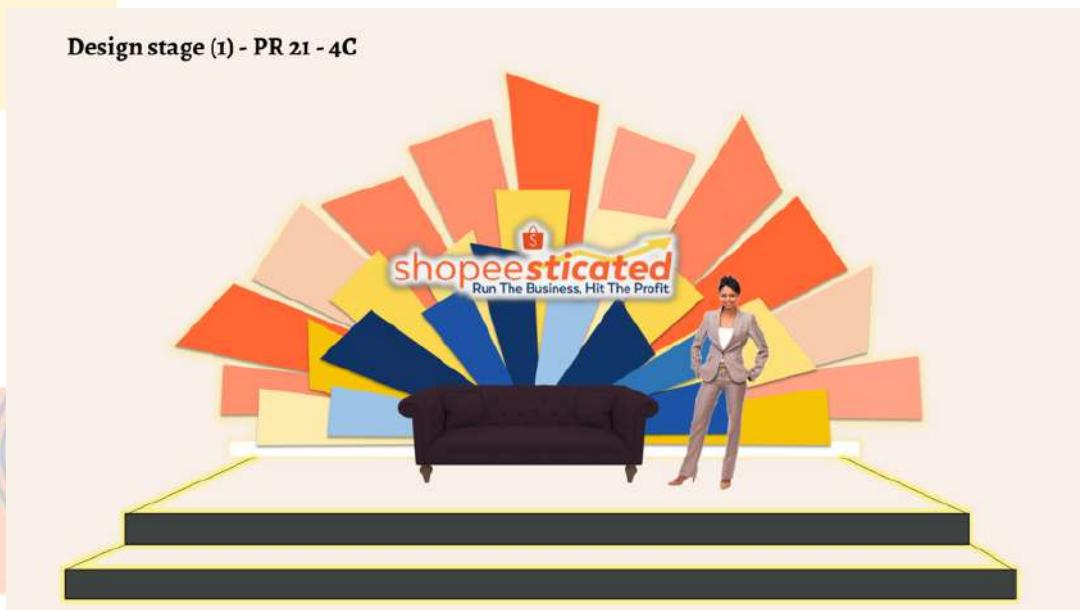
e) Certificate



f) Placard



g) Awarding Night Stage



h) Styrofoam for Stage

SHOPEESTICATED

i) Photobooth



j) Lift Area



VII. PUBLICATIN DIVISION

a) CONCEPT FOR INSTAGRAM FEEDS

NO.	NAME	POST CONCEPT
1	TRAINING POSTER	 <p>Logo LSPR Logo Shopee Logo Shopeesticated</p> <p>Training about Business Ethics</p> <p>LSPR X SHOPEE</p> <p>75 SLOT ONLY!</p> <p>7 Desember - 9 Desember 2020</p> <p>LSPR bersama Shopee ingin mengajak para teman-teman yang memiliki usaha di Shopee untuk mengikuti acara training etika berbisnis dengan profesional</p> <p>bagi teman-teman yang berminat bisa langsung saja scan barcode dibawah ini</p> <p>Barcode REGISTER NOW! *syarat & ketentuan berlaku</p> <p>@shopeesticated2020 @lspjakarta @shopee_id</p>
2	MEDIA PARTNER	 <p>Logo LSPR Logo Shopee anniversary LSPR</p> <p>Logo Shopeesticated</p> <p>MEDIA PARTNER BY</p> <p>*MEDIA PARTNER*</p>

3

SPONSORSHIP

Logo Lspr Logo Shopee anniversary Lspr

Logo Shopeesticated

SPONSORED BY

SPONSOR

4

SPEAKER PHOTO 1

5

SPEAKER PHOTO 2

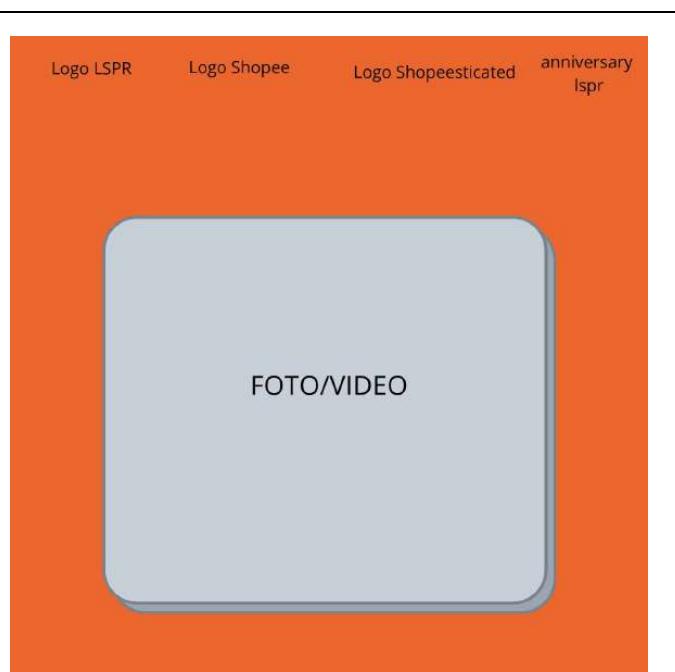
6

SPEAKER PHOTO 3

Logo LSPR Logo Shopee Logo Shopeesticated anniversary
Lspr

FOTO/VIDEO

7	PRESS CONFERENCE PHOTO
8	TRAINING DAY 1 PHOTO
9	VIDEO RECAP TRAINING DAY 1
10	TRAINING DAY 2 PHOTO
11	VIDEO RECAP TRAINING DAY 2
12	TRAINING DAY 3 PHOTO
13	VIDEO RECAP TRAINING DAY 3



14	10 NAME GRANDFINALIST
----	----------------------------------



15

3 WINNER DAN BEST OF THE BEST

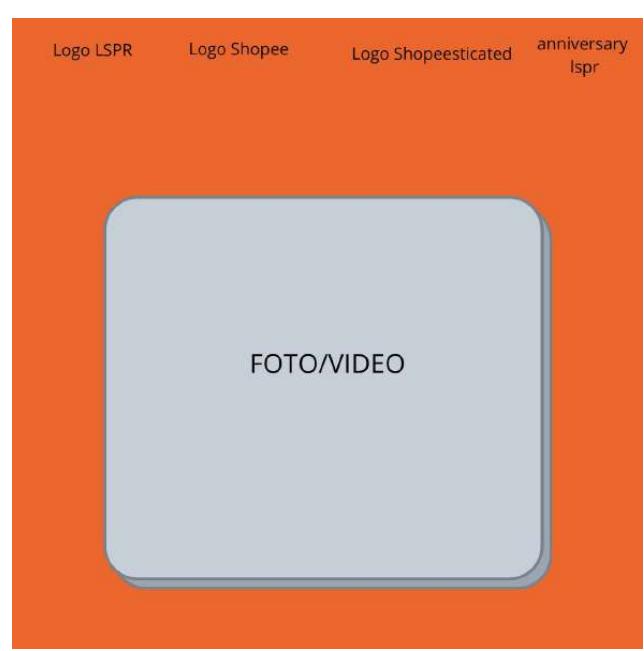


16

POSTER AWARDING NIGHT



17	GUEST STAR PHOTO AT AWARDING NIGHT
18	10 GRANDFINALIST PHOTO AT AWARDING NIGHT
19	3 WINNER AND BEST OF THE BEST PHOTO AT AWARDING NIGHT
20	75 TRAINEE PHOTO AT AWARDING NIGHT



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b) CONCEPT CAPTION INSTAGRAM

No	Name	Concept Caption
1	Posting Training Poster	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body - tell details about the event and make a persuasive sentence. • Closed- contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
2	Posting Media Partner photo/logo	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – Mention media partners and say thank you for collaborating with us • Closed - contact Tag @Shopee @Lsprjakarta @shopeesticated @mediapartner and hashtag #
3	Posting sponsorship photo/logo	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – Mention sponsorship and say thank you for collaborating with us • Closed - contact Tag @Shopee @Lsprjakarta @shopeesticated @sponsor and hashtag #
4	Posting speaker 1 photo	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – tell about the speaker. Enter the date, place and time of the training itself and make persuasive words, make quotes, tag speaker (Sir Mahadi) • Closing - contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
5	Posting speaker 2 photo	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – tell about the speaker. Enter the date, place and time of the training itself and make persuasive words, make quotes, tag speaker (Sir Kaezar) • Closing - contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #

6	Posting speaker 3 photo	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – tell about the speaker. Enter the date, place and time of the training itself and make persuasive words, make quotes, tag speaker (Mam Ulya) • Closing - contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
7	Posting Press Conference photo	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – Tell details about the Press Conference • Closing - contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
8	Posting Training day 1 photo (session 1, session 2, session 3, coffee break)	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – Tell about training day 1 • Closing - contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
9	Posting video recap day 1	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – Tell about training day 1 • Closing - contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
10	Posting Training day 2 photo (session 1, session 2, session 3, coffee break)	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – Tell about training day 2 • Closing - contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
11	Posting video recap day 2	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – Tell about training day 2 • Closing - contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
12	Posting Training day 3 photo (session 1, session 2, session 3, coffee break) slide photo	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – Tell about training day 3

		<ul style="list-style-type: none"> • Closing - contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
13	Posting video recap day 3	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – Tell about training day 3 • Closing - contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
14	Posting announce that there will be 10 grand finalists	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – tell that there will be 10 grand finalists chosen with pre-determined criteria. • Closed- contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
15	Posting Poster 10 winners	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – mention 10 grand finalists chosen with pre-determined criteria. • Closed- contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
16	Post announce 3 winners and best of the best	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – mention 3 winners and best of the best chosen with pre-determined criteria • Closed- contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
17	Posting poster of awarding night	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – tell detailed about awarding night. • Closed- contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
18	Posting guest star photo at awarding night	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – tell about the guest star and make a persuasive word

		<ul style="list-style-type: none"> • Closed- contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
19	Posting 10 best winner at awarding night	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – tell about 10 winners • Closed- contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
20	Posting 75 trainee photo at awarding night	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – tell about 75 trainees • Closed- contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
21	Posting 3,2,1, best of the best photo at awarding night	<ul style="list-style-type: none"> • Opening – Greetings to followers Shopeesticated • Body – tell about 3 winners and best of the best • Closed- contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #

c) HANDOUT CONCEPT

NO.	PAGE	CONCEPT
1	Cover	<p style="text-align: center;">Logo LSPR</p> <p style="text-align: right;">Logo Shopee</p> <p style="text-align: center;">Logo Shopeesticated</p> <p style="text-align: center;">SHOPEESTICATED'S TRAINEE HANDOUT</p> <p style="text-align: center;">JAKARTA - 2021</p>
2	Page 1	<p style="text-align: center;">Logo Shopeesticated</p> <p>What is Shopeesticated?</p> <p>SHOPEESTICATED adalah sebuah kampanye kolaborasi antara LSPR Jakarta dengan Shopee Indonesia. Kami membuat kampanye ini karena kami sadar untuk memberikan edukasi terkait etika bisnis kepada pelaku bisnis online. Selain itu, kami juga ingin memberikan edukasi terkait pemahaman tentang seberapa baik dan benar etika bisnis tersebut</p> <p style="text-align: right;">Objective</p> <p>Tujuan dari kampanye ini adalah untuk menyediakan pengetahuan tentang "Communication Business Ethics" dan "Service Excellent" kepada Usaha Mikro Kecil Menengah Indonesia di era globalisasi.</p> <p style="text-align: center;">Logo LSPR</p> <p style="text-align: right;">Logo Shopee</p>

3

Page 2

Logo
Shopeesticated

TRAINER'S PROFILE

Kami menghadirkan trainer yang kompeten dalam bidangnya untuk melatih para UMKM yang tergabung pada pelatihan ini. Berikut profil singkat para trainer



Mahadi Asman
Mahadi Asman merupakan dosen di LSPR Jakarta. Salah satu mata kuliah yang beliau ajarkan adalah Digital Media In Public Relations. Beliau juga merupakan CEO dan Director of j&m Creative Agency.



Dr. Sri Ulya Suskarwati, S.E., M.Si.
Dr. Sri Ulya Suskarwati atau yang bisa dipanggil Lia merupakan dosen fulltime di LSPR Jakarta. Salah satu mata kuliah yang diajarkan beliau adalah Etiquette dan Protocol. Sebelum menjadi dosen, Dr. Sri Ulya memiliki segudang pengalaman di dunia radio broadcaster menjadi Program Director di WOMAN RADIO 94,3FM, sampai menjadi Announcer, Producer dan Account Executive di ARH RADIO.



Mr. Kaezar Maulana, S.I.P.
Kaezar Maulana merupakan dosen di LSPR JAKARTA yang mengajarkan mata kuliah terkait Public Relations seperti PR Program, Risk Management Communication dan PR Issues and Crisis Handling. Selain itu, beliau juga merupakan Managing Partner dan Senior Consultant Asia PR

Logo
LSPR
Logo
Shopee

4

Page 3

Logo
Shopeesticated

TOPIC PER SESSION

Akan ada 4 sesi dalam pelatihan ini, antara lain :

SESI 1 : SERVICE QUALITY
Dalam sesi ini akan dijelaskan lebih dalam mengenai pentingnya service quality dalam berbisnis online. Trainer yang akan melakukan disini adalah Mahadi Asman

SESI 2 : PUBLIC SPEAKING
Dalam sesi ini akan dijelaskan lebih dalam mengenai pentingnya public speaking dan bagaimana penerapannya dalam bisnis online. Trainer dalam sesi ini adalah Dr. Sri Ulya Suskarwati, S.E., M.Si.

SESI 3 : PROFESSIONAL COMMUNICATION
Dalam sesi ini akan dijelaskan lebih dalam mengenai Communication Business Ethics sebagai salah satu bentuk Professional Communication. Trainer dalam sesi ini adalah Mr. Kaezar Maulana, S.I.P.

SESI 4 : EXERCISE
Dalam sesi ini, peserta akan dibimbing oleh Mr. Kaezar Maulana untuk membuat business plan yang kemudian akan di perlombakan antar peserta

Logo
LSPR
Logo
Shopee

5

Page 4

Logo
Shopeesticated

RUNDOWN

TIME	ACTIVITY	TRAINER	PIC
09.00	Open Gate	-	Iky S
09.00-10.00	Registration	-	Iky S
10.00-10.15	Coffee Break	-	Dwika A
10.15-12.00	TRAINING SESSION 1: SERVICE QUALITY	Mahedi Asmuan	Dwika A
12.00-13.00	LUNCH	-	Stefanie T
13.00-14.45	TRAINING SESSION 2: PUBLIC SPEAKING	Dr. Sri Utza Sukarnawati, S.E., M.Si.	Stefanie T
14.45-15.45	TRAINING SESSION 3: PROFESSIONAL COMMUNICATION	Mc Kezzar Maulana, S.I.P.	Angel O
15.45-16.00	Coffee Break	-	Angel O
16.00-16.45	TRAINING SESSION 4: EXERCISE	Mc Kezzar Maulana, S.I.P.	Nyoman R
16.45-17.00	Photo Session	-	Nyoman R

Logo
LSPR

Logo
Shopee

6

Cover

Logo
Shopeesticated



Logo
LSPR

Logo
Shopee

d) PUBLICATION CONTENT

NO.	NAME	CONCEPT
1	Backdrop Press Conference	
2	Backdrop Training	

3 Certificate for 75 trainee



4 Placard for 1st - 10th winner



5

Placard for
best of the
best winner



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e) PUBLICATION MATERIAL

A. FEATURE ARTICLE

Belajar Etika Bisnis Bersama Shopeesticated Yuk!

Shopeesticated ajak UMKM Shopee untuk belajar etika bisnis komunikasi online melalui tiga hari pelatihan yang akan dilakukan dari 7 Desember 2020 sampai dengan 9 Desember 2020. Menurut data, Shopee Indonesia mempunyai lebih dari 1,6 juta seller dimana 70% nya merupakan UMKM. Banyak seller yang sukses saat beralih ke platform Shopee. Namun, tidak sedikit pula yang masih kurang sukses. Penyebab kurang suksesnya suatu usaha bisa jadi berhubungan dengan cara berkomunikasi kita dengan konsumen. Oleh karena itu, Shopee bekerja sama dengan LSPR Communication and Business Institute untuk melatih kemampuan berkomunikasi seller Shopee.

“Kolaborasi ini ditujukan untuk membantu seller Shopee untuk meningkatkan pengetahuan mereka tentang etika bisnis dengan mengadakan tiga hari pelatihan bersama pelatih yang kompeten di bidangnya.” Ujar Sylvia Roennfeld, Ketua Shopeesticated 2020.

“Semoga kolaborasi antara Shopee Indonesia dengan LSPR Communication and Business Institute ini dapat membawa hasil yang positif dan baik bagi UMKM Shopee.” Ujar Handika Tjahja, CEO Shopee Indonesia.

Serangkaian acara ini akan diawali dengan dilakukannya press conference. Press conference akan dilakukan pada tanggal 7 Desember 2020 di Shopee Office Jakarta. Selanjutnya, akan diadakan pelatihan selama tiga hari dengan pelatih yang kompeten di bidangnya. Pelatihan ini sangat berguna bagi teman-teman UMKM Shopee untuk menambah kemampuan berkomunikasi dan berbisnis. Pelatihan ini juga akan dilakukan secara intensif dan eksklusif karena hanya ada 25 UMKM per hari yang dapat mengikuti pelatihan ini. Untuk melengkapi pelatihan ini, maka akan diadakan kompetisi membuat “business plan” dengan hadiah total mencapai Rp 10.000.000 loh! Wah, menarik sekali bukan?

Tidak hanya sampai disitu, keseruan pelatihan ini akan ditutup dengan acara Awarding Night loh! Acara ini diadakan untuk menghibur dan memberikan penghargaan kepada semua pihak yang terlibat dan pemenang kompetisi. Acara ini mengusung tema Metropolitan Night dan di meriahkan oleh beberapa bintang seperti Prilly Latuconsina, Ricky Wattimena, dan lain-lain. Catat tanggalnya dan jangan sampai ketinggalan ya! Untuk info lebih lanjut kalian bisa check Instagram @Shopeesticated. Shopeesticated, Run the Business, Hit the Profit!

B. PRESS CONFERENCE

Press Conference diadakan pada tanggal 7 Desember 2020 terletak di Shopee office Jakarta. Press Conference ini untuk mengumumkan kepada media dan publik tentang serangkaian acara yang akan dilakukan selama periode kampanye Shopeesticated.

C. TRAINING SESSION

Teman-teman yang baru memulai bisnis di Shopee tapi masih bingung cara berinteraksi yang baik dan benar terhadap kostumer, Pas banget nih karena Shopee bekerja sama dengan LSPR memberikan pembekalan tentang etika bisnis komunikasi online kepada para UMKM shopee secara intensif dan ekslusif selama 3 hari dari tanggal 7 Desember sampai dengan 9 Desember 2020 yang berlokasi dikantor Shopee Jakarta. Kenapa secara ekslusif dan intensif karena satu harinya hanya ada 25 orang. Nantinya training akan di bagi menjadi 4 sesi. Sesi pertama akan membahas tentang Service Quality bersama Mahadi Asman lalu untuk sesi kedua disini membahas tentang Public Speaking bersama Dr. Sri Ulya Suskarwati, S.E., M.Si. setalah itu sesi ketiga membahas Profesional Communications dan sesi keempat Exercice bersama Kaezar Maulana, S.I.P. Teman- teman akan di Training langsung dengan dosen-dosen LSPR yang mana sudah ahli dibidangnya dan juga kalian bakalan dikasih sertifikat loh! Business Plan Competition Kalian bukan cuma training aja guys! Ada lombanya juga, yang nantinya para peserta training bakalan bikin proposal tentang perancanaan bisnis lomba dilaksanakan pada sesi ke empat dari training yaitu pada tanggal 7 Desember 2020 sampai dengan 9 Desember 2020 lalu disusul dengan pemilihan 10 pemenang yang masuk ketahap grand final pada tanggal 11 Desember 2020. Dimana kalian diminta untuk presentasi tentang proposal kalian setelah itu akan di pilih menjadi Tiga pemenang dan satu pemenang terbaik dari yang terbaik akan mendapatkan hadiah. Pememang ke 3 akan mendapatkan uang sebesar Rp.1.000.000 dan placard lalu untuk pememang ke 2 akan mendapatkan uang sebesar Rp.2.000.000 dan placard pemenang pertama akan mendapatkan uang sebesar Rp.3.000.000 dan placard dan untuk The best of the best akan mendapatkan uang sebesar Rp.4.000.000 berserta placard nantinya akan di umumkan pada Awarding Night.

D. AWARDING NIGHT Run The Business, Hit The Profit

Tidak sampai disitu aja keseruannya ada Awarding Night yang di adakan pada tanggal 14 Desember 2020 sebagai acara penutup dari tiga hari pelatihan dan untuk menghibur semua pihak yang telah terlibat dalam acara ini dan pengumuman pemenang dari kompetisi yang akan diberikan hadiah berserta penghargaan. Awarding Night kali ini mengusung tema Metropolitan Enterprise dalam bentuk gala dinner. Akan dihadiri dari perwakilan dari Shopee, pihak LSPR , para peserta dan juga reporter. Yang gakalah serunya lagi di Awarding Night nanti bakalan dihibur sama pemampilan keren dari Prily Latuconsina, Ricky Wattimena, Vien Audrey, persembahan dari LSPR Band dan juga LSPR Dance

Gimana serukan rangkaian dari Shopeesticated 2020 ini. Banyak banget loh benefit yang kalian bisa ambil dari Shopeesticated 2020. Untuk info lebih lanjut kalian bisa banget pantengin terus Instagram @Shopeesticated dan jangan sampai ketingalan yaa! Run the Business, Hit the Profit.

E. WORDING ANNOUNCED ON RADIO

"Halo semuanya jangan lupa pada tanggal 7-9 Desember Shopee akan berkolaborasi bersama LSPR untuk mengadakan pelatihan mengenai etika berbisnis dengan profesional. Pelatihan ini terdiri dari 4 sesi. Pelatihan ini juga akan dibimbing oleh Doses LSPR Jakarta yang sudah memiliki bidangnya masing-masing. Sesi pertama adalah Service Quality yang dimana akan dibimbing oleh Mahadi Asman. Sesi kedua adalah Public Speaking akan dibimbing oleh Dr. Sri Ulya Suskarwati, S.E., M.Si. Sesi ketiga adalah Profesional Communications dan Sesi keempat Exercice bersama

Kaezar Maulana. Untuk keterangan yang lebih lanjut, kalian bisa cek Instagramnya yaitu Shopeesticated.”

“Hello everyone, don't forget, on 7-9 December 2020 Shopee will collaborate with LSPR to conduct training on business ethics with professionals. This training consists of 4 sessions. This training will also be guided by LSPR Jakarta Lecturers who already have their respective fields. The first session was Service Quality which will be guided by Mahadi Asman. The second session is Public Speaking will be guided by Dr. Sri Ulya Suskarwati, S.E., M.Sc. The third session was Professional Communications and the fourth session was Exercise with Kaezar Maulana. For more information, you can check on Instagram which is Shopeesticated.”



VIII. SPONSORSHIP DIVISION

a) MOU SPONSORSHIP

MEMORANDIUM OF UNDERSTANDING “SHOPEESTICATED”

Pada tanggal 2020, dinyatakan bahwa masing-masing pihak yang bertanda tangan dibawah ini:

1. Nama :
Jabatan :
No. Hp :
Alamat :

Yang selanjutnya dalam Surat Perjanjian Kerjasama ini, disebut sebagai **Pihak Pertama**.

2. Nama :
Jabatan :
No. Hp :
Alamat :

Menyatakan bersedia untuk berpartisipasi dalam acara SHOPEESTICATED sebagai sponsor. Jenis kategori sponsor yang dipilih:

- (...) Platinum
- (...) Silver
- (...) Bronze

Kerjasama yang di berikan berupa

Jumlah

Terbilang:

Yang selanjutnya dalam Surat Perjanjian Kerjasama ini, disebut sebagai **Pihak Kedua**.

Pasal 1

Ruang Lingkup Kerjasama

Selama masa Perjanjian berlaku, **Pihak Kedua** bertindak sebagai pihak pendukung kegiatan untuk kepentingan **Pihak Pertama** dalam:

Nama Acara :

Tanggal :

Tempat :

Pasal 2

Kewajiban dan Hak

1. **Pihak Pertama** sebagai panitia pelaksana berkewajiban memberikan kontraprestasi kepada **Pihak Kedua** berupa:

a. **Platinum**

- Memasang dan mencantumkan logo perusahaan di media promosi selama acara berlangsung:
 - Dicantumkan logo perusahaan di tengah poster A4 dengan ukuran besar (XL) diletakan di atas brochure dan hanya ada satu logo perusahaan.
 - Dicantumkan logo perusahaan di tengah poster A3 yang dipajang di lift dengan ukuran besar.
 - Logo perusahaan terdapat di undangan untuk VIP
 - Logo perusahaan dicetak pada Id Card panitia, baju panitia dan notebook dengan ukuran besar.
- Dapat membuka stand booth di LSPR Communication and Business Institute selama 5 hari (ukuran stand: 2 x 1 m)
- MC akan menyebutkan nama perusahaan pada pembukaan, break, dan penutupan acara.
- Mendapatkan exposure di social media sebanyak 4 kali.
- Ditampilkan video iklan perusahaan pada saat break dan makan siang.
- Logo Perusahaan dicantumkan pada media print dan social media.
- Sponsor akan mendapatkan laporan kegiatan secara rinci dari panitia, sebulan setelah seluruh rangkaian kegiatan dilaksanakan.
- Hal-hal lain mengenai kerjasama ini dapat dikonfirmasikan lebih lanjut.

b. Silver

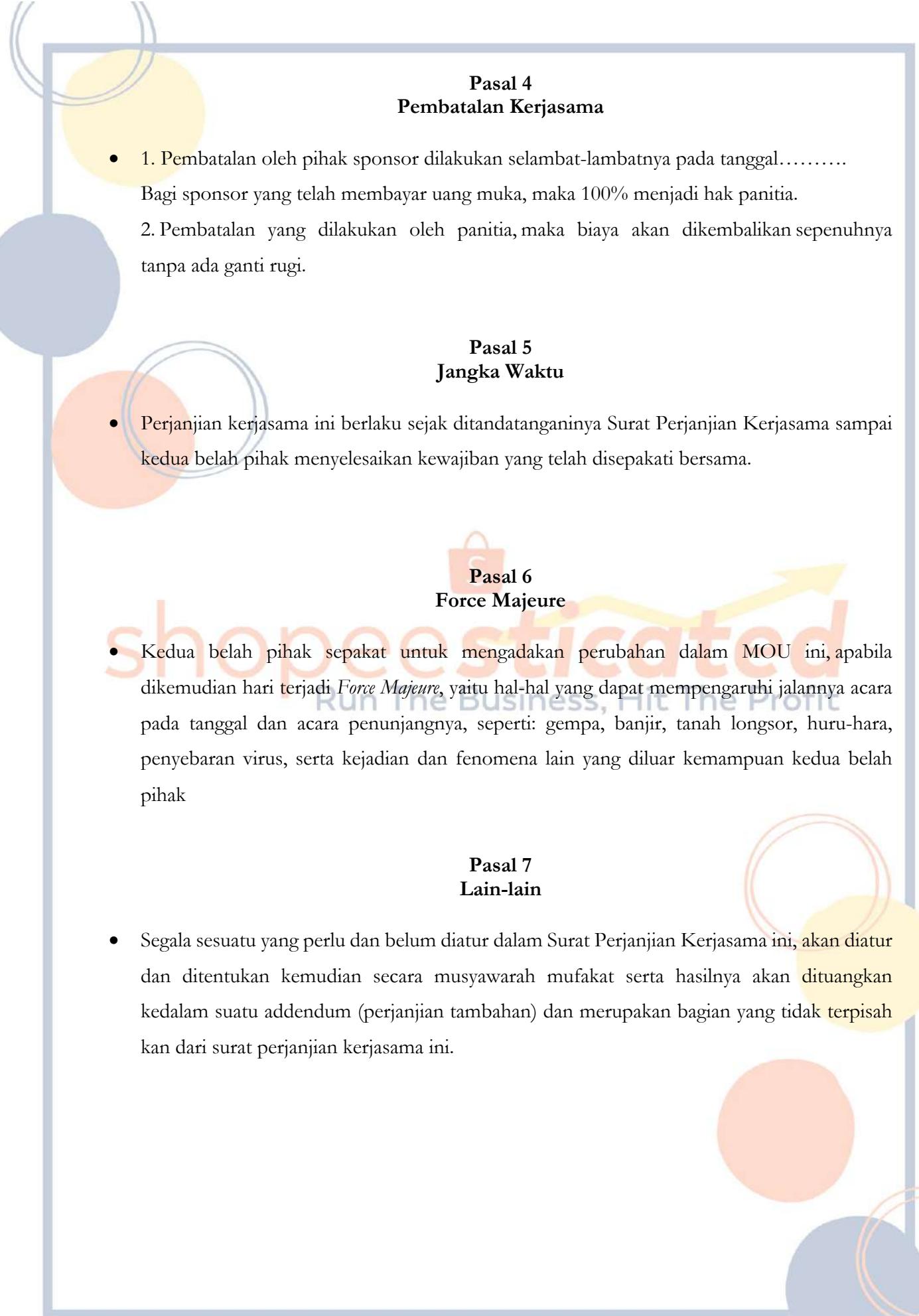
- Memasang dan mencantumkan logo perusahaan di media promosi selama acara berlangsung:
 - Dicantumkan logo perusahaan di poster A4 dengan ukuran sedang (L)
 - Dicantumkan logo perusahaan di poster A3 yang dipajang di lift dengan ukuran sedang
 - Logo perusahaan terdapat di undangan untuk VIP
 - Logo perusahaan dicetak pada Id Card panitia, baju panitia dan notebook dengan ukuran besar.
- MC akan menyebutkan nama perusahaan pada pembukaan, break, dan penutupan acara.
- Mendapatkan exposure di social media sebanyak 2 kali.
- Sponsor akan mendapatkan laporan kegiatan secara rinci dari panitia, sebulan setelah seluruh rangkaian kegiatan dilaksanakan.
- Hal-hal lain mengenai kerjasama ini dapat dikonfirmasikan lebih lanjut.

c. Bronze

- Memasang dan mencantumkan logo perusahaan di media promosi selama acara berlangsung:
 - Dicantumkan logo perusahaan di poster A4 dengan ukuran kecil (M)
 - Dicantumkan logo perusahaan di poster A3 yang dipajang di lift dengan ukuran kecil.
 - Logo perusahaan terdapat di unhangings untuk VIP
 - Logo perusahaan dicetak pada Id Card panitia, baju panitia dan notebook dengan ukuran besar.
- MC akan menyebutkan nama perusahaan pada pembukaan, break, dan penutupan acara.
- Mendapatkan exposure di social media sebanyak 1 kali.
- Sponsor akan mendapatkan laporan kegiatan secara rinci dari panitia, sebulan setelah seluruh rangkaian kegiatan dilaksanakan.
- Hal-hal lain mengenai kerjasama ini dapat dikonfirmasikan lebih lanjut.

Pasal 3
Cara Pembayaran

1. Pembayaran uang muka kontrak minimal 50% dari keseluruhan jumlah yang harus dibayarkan dan dilakukan saat penandatanganan kontrak.
2. Pelunasan sebesar 50% dari biaya total dibayar paling lambat 2 minggu sebelum pelaksanaan kegiatan.
3. Pembayaran dapat dilakukan melalui kontak langsung dengan panitia: (no rekening)



Pasal 4 Pembatalan Kerjasama

- 1. Pembatalan oleh pihak sponsor dilakukan selambat-lambatnya pada tanggal.....
Bagi sponsor yang telah membayar uang muka, maka 100% menjadi hak panitia.
- 2. Pembatalan yang dilakukan oleh panitia, maka biaya akan dikembalikan sepenuhnya tanpa ada ganti rugi.

Pasal 5 Jangka Waktu

- Perjanjian kerjasama ini berlaku sejak ditandatanganinya Surat Perjanjian Kerjasama sampai kedua belah pihak menyelesaikan kewajiban yang telah disepakati bersama.

Pasal 6 Force Majeure

- Kedua belah pihak sepakat untuk mengadakan perubahan dalam MOU ini, apabila dikemudian hari terjadi *Force Majeure*, yaitu hal-hal yang dapat mempengaruhi jalannya acara pada tanggal dan acara penunjangnya, seperti: gempa, banjir, tanah longsor, huru-hara, penyebaran virus, serta kejadian dan fenomena lain yang diluar kemampuan kedua belah pihak

Pasal 7 Lain-lain

- Segala sesuatu yang perlu dan belum diatur dalam Surat Perjanjian Kerjasama ini, akan diatur dan ditentukan kemudian secara musyawarah mufakat serta hasilnya akan dituangkan kedalam suatu addendum (perjanjian tambahan) dan merupakan bagian yang tidak terpisahkan dari surat perjanjian kerjasama ini.

Pasal 8 Penutup

- Demikian Surat Perjanjian Kerjasama ini dibuat rangkap dua yang sama bunyinya dan ditandatangani kedua belah pihak dengan materai Rp 6.000,00 dan mempunyai kekuatan hukum yang sama

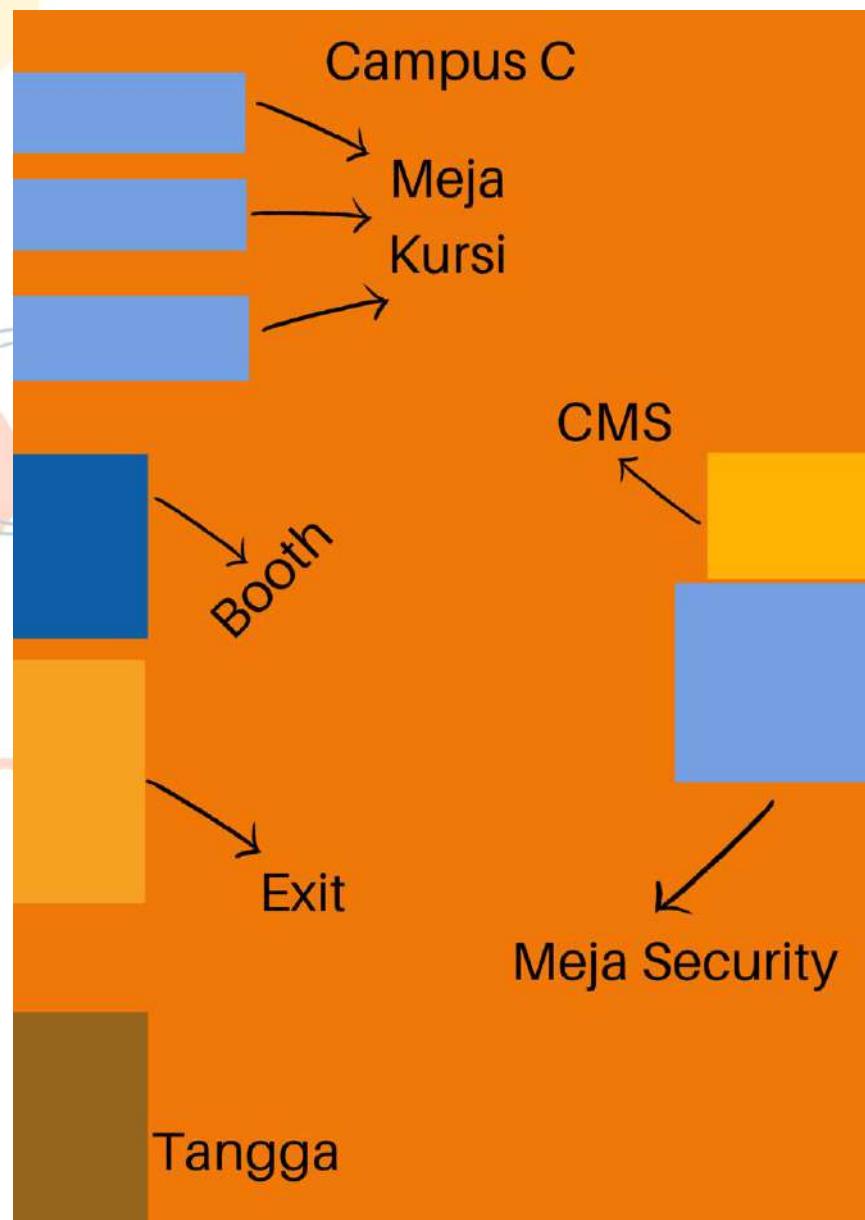
Jakarta, 2020

(Nama Pihak pertama & Jabatan)

(Nama pihak kedua & Jabatan)



b) Booth Map for Sponsorship



The schedule for opening a booth for incoming sponsors will be held on December 2-5. Booth will be placed at LSPR Campus C. It is placed in Campus C because there are more student activities at Campus C. Campus C is also commonly used for Club promotions at LSPR, Emina Booth, Tarzan Booth and others. Strategic location in campus C can also be used to relax because the location of the canteen is still in the same room. The sponsor booth will be held for 3 days from lunchtime 11 to 7 before the evening class students enter. So that all students can see the booth.

IX. DOCUMENTATION DIVISION

PHOTO & VIDEO CONCEPT MAIN-EVENT

A. PHOTO CONCEPT

- Use effects for the photos before post it on social media
- The photo will stock more than 250 photos from each event
- Photographic Technique:
 - a) Illustration of Press Conference
 - Registration = Close Up Shoot to the registration ticket, medium longshot to registration situation.
 - Event (Press Conference) = Longshot – Medium Longshot to the pictures and illustrated the event crowd, Medium Close Up for the speakers.
 - b) Illustration of Training
 - The Training Session = Medium Close Up for the speakers. Longshot for all the participant
 - Question session = Medium Close up for the participant that asking the question
 - Photo Session = Longshot – Medium Close up for the participant and the speaker to do the photo session
 - c) Illustration Awarding Night
 - Medium Close Up Shoot for the performer, the winners and MC.
 - Photo Session = Medium Longshot for getting the ideal composition for a photo session (from head to feet).
 - If the lighting is dim, it would be using maximal ISO in 800 with enlarging the shutter speed and using tripod/monopod.

B. STORY BOARD

a) ILLUSTRATION OF PRESS CONFERENCE



The first photo would be taken for showing that the Media doing the registrations before the press conference, so the committee would know which media partner that hasn't come.



The Second picture would be taken to show that Media partner doing the registration.



Medias waiting for a press conference to start while the committee preparing the event. The Committee would play some videos while waiting for the others to come.



The first picture is illustrated how the press conference would look like. There will be a moderator and the speakers tell information about the training that would be on that day to the media (audience).

The second picture shows the photo session with the speakers after the press conference.

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b) ILLUSTRATION OF TRAINING

Illustration of Day 1, 2 & 3 for Session 1



The first pictures illustrated slides of the power point of Mr. Mahadi Asman.

The second picture is illustrated that the participant is listening to Mr Mahadi Asman about the information.

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The next two pictures, documentations team take the picture from the back to show the situation that participant listening and probably asking the question to Mr Mahadi.

Illustration Day 1, 2, 3 for Session 2



The first photo-illustrated how the participant would introduce themselves one by one as a practice to do Public Speaking.

The Second picture is illustrated that the participant doing another activity public speaking and listen to Dr. Sri Ulya Suskarwati.

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The third picture would show the participant asking the question.

The last picture was taken from in front of the room to show the situation of participants.

Illustration of Day 1, 2 & 3 for Session 3



The first photo-illustrated how the participant would take notes and listen to Mr Kaezar Maulana, S.IP.



The second a picture illustrated that the documentation team taking picture from the back to show how the situation going.



The third picture illustrated that participant in listening very carefully about the information that was given by Mr Kaezar Maulana.



The last picture would show the participant asking the question.



This picture illustrated the participant and the speaker doing the photo session after the session.

c) ILLUSTRATION OF AWARDING NIGHT



The first picture illustrated the registration for the awarding night and the event.



The second picture would be taken by a documentary team when the MC doing the opening for the event.



The last picture illustrated the music conductor to sing Indonesia Raya and LSPPR Hymne



Both of these photos depict dance performances in entertainment sessions that are part of the agenda.

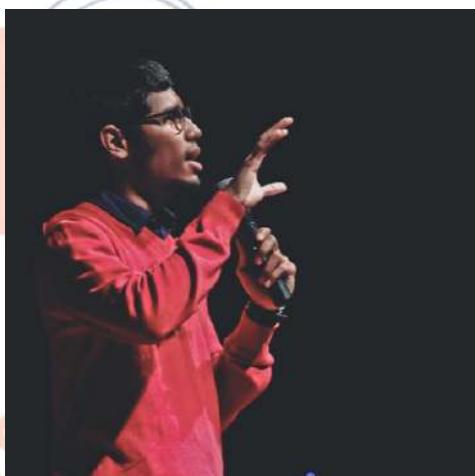


The first photo illustrated how documentary taken the close-up photo when Mrs. Sylvia Roennfeld, M. Si

The second picture is illustrated Shopee representative doing a speech.



The picture-illustrated a speech by Mrs Prita Kemal Gani, MBA, MCIPR, APR



The pictured-illustrated the stand-up comedy performance by Ricky Wattimena in an entertainment session.



The picture-illustrated Mrs Prita Kemal Gani giving a plaque to Shopee.



The pictures-illustrated photo session with the winner.



Both picture-illustrated dinner some of the participants with Prilly Latuconsina.



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The first photo-illustrated Vien Audrey performs a song and the other two pictures show the musical performance by LSPR Band.



The first picture illustrated performance by Prilly



The picture illustrated in the last session,
closing with MC.

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C. VIDEO GRAPHIC TECHNIQUE

a) ILLUSTRATION OF TRAINING

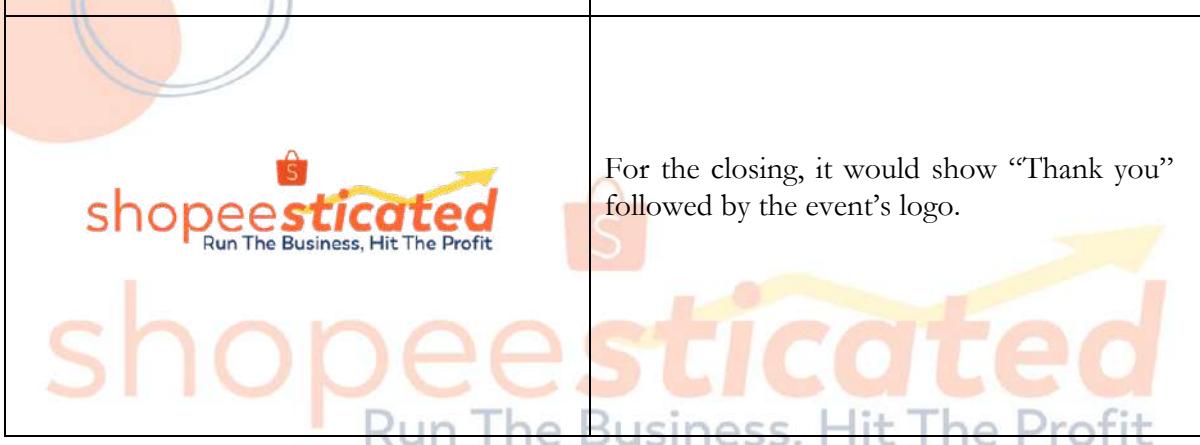
- Documentary Type Shoot
- Text and filters overlay
- Music On
- Medium Longshot, Medium Close Up, Close Up
- Source: <https://www.youtube.com/watch?v=4LMjsJM1sV4>

STORY BOARD ILLUSTRATION





After that, the video would show the participant and the speakers doing the photo session together.



For the closing, it would show “Thank you” followed by the event’s logo.

b) ILLUSTRATION OF AWARDING NIGHT

- Cinematic Type Shoot
- B-Roll is a little slow
- Mostly with Medium Long Shot, Medium Close Up, and Close Up Type shoot
- Music on with voice overlay
- Source : <https://www.youtube.com/watch?v=fm0-nGydBHw>



For the opening video for awarding night, It would appear the word “Awarding Night” then the video would show the trophies for the winner.



Next, it would show the venue and the round table for dinner with Prilly Latuconsina.



Next it would show the music conductor and other situations such as Dinner time with Prilly Latuconsina, opening speech from important persons, also the performance by LSPR Band, Ricky Wattimena, Vien Audrey, Prilly Latuconsina.



After that, the video would show some of the photo session with the winner, Shopee and LSPR representative

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Last, it would be brief from the event's logos



And for closing, it would be appeared LSPR and Shopee's logo to show everyone that this event is presented by LSPR that collaborate with Shopee.

X. LOGISTIC & EQUIPMENT AND MULTIMEDIA DIVISION

LOGISTIC & EQUIPMENT

a) LIST MAIN-EVENT

TRAINING					
GOODIE BAG PESERTA					
NO	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE
1.	Tote Bag Canvas	Custom	75 pcs	Rp. 10.000/pcs	Rp. 75.000
2.	Notebook Spiral	Custom size A5	75 pcs	Rp. 25.000/pcs	Rp. 1.875.000
3.	Pen	Custom	75 pcs	Rp. 4.000/pcs	Rp. 300.000
4.	Sticker	Custom and cutting (1 sheet of A3)	75 pcs	Rp. 55.000/3pcs	Rp. 110.000
5.	Certificated	Custom size A4	75 pcs	Rp. 2.500/pcs	Rp. 187.500
PRESS CONFERENCE					
PRESS KIT					
6.	Tote Bag Canvas	Custom	62 pcs	Rp. 10.000/pcs	Rp. 620.000
7.	Keychain	Custom	62 pcs	Rp. 14.900/pcs	Rp. 923.800
8.	Pen	Custom	62 pcs	Rp. 4.000/pcs	Rp. 248.000
9.	Notebook Spiral	Custom size A5	62 pcs	Rp. 25.000/pcs	Rp. 1.550.000
10.	Folder Map	Custom	62 pcs	Rp. 4.000/pcs	Rp. 248.000
11.	Power bank	(brand:) Robot 10.000 mAh	62 pcs	Rp. 164.900/pcs	Rp. 10.223.800
12.	ID Card Cover	Plastic Material size 9.5 x 13 cm	62 pcs	Rp. 500/pcs	Rp. 31.000
13.	ID Card	Size 9.6 x 13cm	62 pcs	Rp. 2.800/pcs	Rp. 173.600
14.	ID Card Rope	Size 2 cm	62 pcs	Rp. 2.500/pcs	Rp. 155.000
PRESS CONFERENCE EQUIPMENT					
15.	Long table (rent per 1 day)	Size: 180 cm x 60 cm x 75 cm	-	Rp. 100.00/table	-
16.	Chair (rent per 1 day)	Chair and Cover	65 pax	Rp. 15.000/Pax	-
17.	Sounds System	By AKUSEWA	1set	Rp. 4.500.000/set	Rp. 4.500.000
18.	LED Screen	By AKUSEWA	-	Rp. 800.000/m	-
BUSINESS PLAN					
19.	Placard for winner competitions	Acrylic material+box - (3 placards for winners 1,2,3) - (1 placard for best of the best winners)	8	Rp. 130.000/pcs	Rp. 1.040.000

		- (3 placards for trainers) -(1 placard for moderator)			
20.	Certificated	Size A4 (for the top 10 winners)	10 pcs	Rp. 4.000/pcs	Rp. 40.000
21.	Placard + box for Shopee	Acrylic and Velvet material + box	1	Rp. 130.000/pcs	Rp. 130.000
AWARDING NIGHT					
DECORATION STAGE (ENTERANCE AREA)					
22.	Red Carpet	Available at campus LSPR	-	-	-
DECORATION STAGE (REGISTRATION AREA)					
23.	Standing Poster	Available at campus LSPR	2 (left and right)	-	-
24.	Standing Plan	Available at Campus LSPR	1	-	-
25.	Table (round)	Available at campus LSPR	1 item	-	-
26.	Chair	Available at Campus LSPR	2 items for crew	-	-
27.	Table Cover	Available at Campus LSPR	1	-	-
28.	Vase flower	Glass material size 17 cm	1	Rp. 12.500/pcs	Rp. 12.500
29.	Decorative Flowers	Artificial Orange Rose (1 stalk of 5 flowers)	1	Rp. 12.750/stalk	Rp. 12.750
		Blue Baby Breath	1	Rp. 29.900/stalk	Rp. 29.900
		White Baby Breath	1	Rp. 10.000/stalk	Rp. 10.000
DECORATION STAGE (PHOTOBOOTH)					
30.	Decoration Styrofoam Material	Size: 2 m high, thickness: 5 cm Styrofoam	2	Rp. 500.000/set	Rp. 1.000.000
31.	Standing Photobooth	Pole Background	1	Rp. 279.000/set	Rp. 279.000
32.	Straw Rope	For hanging photos (2 pcs)	2	Rp. 300.000/pcs	Rp. 600.000
33.	Origami	For a variety of photo hangers (size 12x12 contains 100 sheets)	1	Rp. 6.000/set	Rp. 6.000

DECORATION STAGE (STAGE)					
34.	Styrofoam decoration (according to the design)	Height: 2 m and Width: 2 m	2	Rp. 900.000/set	Rp. 1.800.000
35.	Screen Projector	Available at Campus LSPR	-	-	0
36.	Podium	Available at Campus LSPR	-	-	-
37.	Styrofoam + Lamp	Size: 70 cm	14	Rp. 250.000/alphabet	Rp. 3.500.000
38.	Sound system	Full set by AKUSEWA	1	Rp. 4.500.000/set	Rp. 4.500.000
39.	Lighting	Full set by AKUSEWA	1	Rp. 8.500.000/set	Rp. 8.500.000
DECORATION STAGE (ROUND TABLE)					
40.	Table	Available at Campus LSPR (Round table)	10 pax	-	-
		Available at Campus LSPR (Square)	5 pax	-	-
41.	Table cover	Available at Campus LSPR (White dan Navy colour)	7 white colour and 8 navy colour	-	-
42.	Chair	Available at Campus LSPR	120pax	-	-
43.	Seat cover	Available at Campus LSPR (White colour)	120 Pax	-	-
44.	Vase Flower	Glass material (size 17 cm)	15 pcs	Rp. 12.500/pcs	Rp. 187.500
45.	Decorative Flowers	Artificial Orange Rose	15 stalks	Rp. 12.750/stalk	Rp. 191.250
		Blue Baby Breath	15 stalks	Rp. 29.900/stalk	Rp. 448.500
		White Baby Breath	15 stalks	Rp. 10.000/stalk	Rp. 150.000
46.	Napkin	Orange colour	120 Pax	Rp. 11.500/pcs	Rp. 1.380.000
47.	Table Mat	Size A4	120 Pax	Rp. 2.000/pcs	Rp. 240.000
48.	Tent Card	Size A4, Art Carton Material and Finishing Laminating	-	Rp. 5.000/pcs	-
PRINTED MATERIALS					
49.	Print photo HVS	Size A4	-	Rp. 1.500/pcs	-

50.	Print Tent Card	Size A4, Art Carton Material and Finishing Laminating	-	Rp. 9.000/pcs	-
51.	Print Table Card	Size A5	-	Rp. 2.000/pcs	-
52.	Print Lift Poster	Size A3	2 pcs	Rp. 4.000/pcs	Rp. 8.000
53.	Banner	Size 4x2 m, Flexi China Material	1 pcs	Rp. 120.000/pcs	Rp. 120.000
54.	Print Table Mat	Size A4	120 pcs	Rp. 2.000/pcs	Rp. 240.000
55.	Print Poster Welcome	Size A3	2 pcs	Rp. 4.000/pcs	Rp. 8.000
56.	Door Lift Sticker	70 x 200 cm	2 set	Rp. 240.000/set	Rp. 480.000



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b) RUNDOWN LOADING AWARDING NIGHT

RUNDOWN LOGISTIC AND EQUIPMENT AWARDING NIGHT			
DAY	TIME	ACTIVITY	PIC
Sunday, 13-12-2020	06:00 - 08:00	Loading docks awarding night tools (all area decorations)	Anggie Anggraini C
Sunday, 13-12-2020	08:00 - 08:30	Adjusting a banner for entrance area	Anggie Anggraini C
Sunday, 13-12-2020	08:30 - 09:00	Setting up red carpet for entrance area	Anggie Anggraini C
Sunday, 13-12-2020	09:00 - 09:45	Install welcoming board and plants for registration area	Anggie Anggraini C
Sunday, 13-12-2020	09:45 - 10:15	Install table for registration area	Anggie Anggraini C
Sunday, 13-12-2020	10:15 - 10:45	Set flower and cover table for decoration in registration table	Anggie Anggraini C
Sunday, 13-12-2020	10:45 - 12:00	Install poster at the lift's wall	Anggie Anggraini C
Sunday, 13-12-2020	12:00 - 12:30	BREAK	Anggie Anggraini C
Sunday, 13-12-2020	12:30 - 14:00	Install some decorations in front of the auditorium area	Anggie Anggraini C
Sunday, 13-12-2020	14:00 - 15:00	Adjusting photo booth stand for auditorium area	Anggie Anggraini C
Sunday, 13-12-2020	15:00 - 16:30	Decorate stage with dummy decoration for auditorium area	Anggie Anggraini C
Sunday, 13-12-2020	16:30 - 17:30	Install 10 round tables and the chairs	Anggie Anggraini C
Sunday, 13-12-2020	17:30 - 19:00	Decorate and set the tables with cover, flower, table mat, and tent card	Anggie Anggraini C
Sunday, 13-12-2020	20:00-21:00	Place the flowers on the table, after that put the table mat on one table at a time and put the tent card on the table	Anggie Anggraini C
FINISH			

MULTIMEDIA

A. PRESS CONFERENCE

a) Press Conference Rundown

PRESS CONFERENCE RUNDOWN			
TIME	DURATION	ACTIVITY	PIC
07.00 – 09.00	120'	Loading docks multimedia tools	Fericsco N.
09.00 – 09.45	45'	Adjusting electricity equipment	Fericsco N.
09.45 – 12.00	135'	Install screen display	Fericsco N.
12.00 – 12.30	30'	BREAK	Fericsco N.
12.30 – 13.15	45'	Microphone set up & stabilize to mixer (Sound System Preparation) “5 Microphone”	Fericsco N.
13.15 – 14.00	45'	Lighting installation	Fericsco N.
14.00 – 14.15	15'	Lighting adjustment & testing	Fericsco N.
14.15 – 14.25	10'	Screen testing	Fericsco N.
14.25 – 15.00	35'	Insert press conference material	Fericsco N.
15.00 – 15.10	10'	Checking handy talkie for each backstage crew	Fericsco N.
15.10 – 16.00	50'	Double check up & finishing	Fericsco N.

b) Microphone Plotting Press Conference

NO.	MIC	USER	PIC
1	MIC 1 (Cable)	Chairperson of the Shoppeesticated Committee	
2	MIC 2 (Cable)	PR Showcase Sub-Coordinator	
3	MIC 3 (Cable)	Shopee	Fericsco N.
4	MIC 4 (Cable)	Moderator Representative	
5	MIC 5 (Wireless)	Reporter Question & Answer	

B. TRAINING SESSION

a) Training Session Rundown

TRAINING SESSION RUNDOWN			
TIME	DURATION	ACTIVITY	PIC
07.00 – 09.00	120'	Loading docks multimedia tools	Fericesco N.
09.00 – 09.45	45'	Adjusting electricity equipment	Fericesco N.
09.45 – 12.00	135'	Install screen display	Fericesco N.
12.00 – 12.30	30'	BREAK	Fericesco N.
12.30 – 13.15	45'	Microphone set up & stabilize to mixer (Sound System Preparation) “5 Microphone”	Fericesco N.
13.15 – 14.00	45'	Lighting installation	Fericesco N.
14.00 – 14.15	15'	Lighting adjustment & testing	Fericesco N.
14.15 – 14.25	10'	Screen testing	Fericesco N.
14.25 – 15.15	50'	Insert training material all session	Fericesco N.
15.15 – 15.25	10'	Checking handy talkie for each backstage crew	Fericesco N.
15.25 – 16.10	45'	Double check up & finishing	Fericesco N.

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b) Microphone Plotting Training Session

NO.	MIC	USER	PIC
1	MIC 1 (Wireless)	Mahadi Asman (Speaker)	
2	MIC 1 (Wireless)	Dr. Sri Ulya Suskarwati, S.E., M.Si. (Speaker)	
3	MIC 1 (Wireless)	Mr Kaezar Maulana, S.I.P. (Speaker)	
4	MIC 2 (Wireless)	Okky Alparessi, M.I.Kom (Moderator)	
5	MIC 3 (Wireless)	Surianto, M.I.Kom (MC)	
6	MIC 4 (Cable)	Back Up	

C. AWARDING NIGHT

a) Awarding Night Rundown

AWARDING NIGHT RUNDOWN			
TIME	DURATION	ACTIVITY	PIC
07.00 – 08.00	60'	Loading docks multimedia tools	Fericso N.
09.00 – 10.00	60'	Install LCD screen	Fericso N.
10.00 – 10.10	10'	Checking handy talkie for each backstage crew	Fericso N.
10.00 – 12.00	120'	Set up band equipment full set	Fericso N.
12.00 – 12.45	45'	Lighting setting according to the needs of each show	Fericso N.
12.45 – 13.30	45'	Microphone set up & stabilize to mixer (Sound System Preparation) “7 Microphone”	Fericso N.
13.30 – 14.30	60'	Check sound until synchronize	Fericso N.
14.30 – 15.30	60'	Insert and testing all graphic material for the show into the LCD screen	Fericso N.
15.30 – 16.00	30'	Checking electricity to make sure it's sufficient	Fericso N.
16.00 – 17.00	60'	Double cross check and make sure every detail good to go	Fericso N.
17.00 – 17.45	45'	Finishing	Fericso N.

b) Microphone Plotting Awarding Night

NO.	MIC	USER	PIC
1	MIC 1 (Wireless)	Putra Haqiqi (PR 21-6C) (MC)	
2	MIC 2 (Wireless)	Claudia Agustina Suryana (PR 21-3C) (MC)	
3	MIC 3 (Cable)	Event Director of SHOPEESTICATED (Opening Speech)	
4	MIC 3 (Cable)	Mam Sylvia Roennfeld, M.Si. (Sub-Coordinator PR Showcase 2020) (Opening Speech)	Fericso N.
5	MIC 3 (Cable)	Mrs. Prita Kemal Gani, MBA, MCIPR (CEO & Founder LSPR Communication and Business Institute (Opening Speech)	
6	MIC 3 (Cable)	Shopee representative (Opening Speech)	
7	MIC 4 (Wireless)	Prilly Latuconsina (Singing Performance)	

8	MIC 5 (Wireless)	Ricky Wattimena (SUC Performance)	
9	MIC 6 (Wireless)	Vien Audrey (Singing Performance)	
10	MIC 7 (Wireless)	Nadiva and LSPR Band (Singing “group” Performance)	
11	MIC 8 (Cable)	Back Up	



XI. FnB DIVISION

A. PRESS CONFERENCE

a) Press Conference Catering

CATERING FOR MAIN EVENT TRAINING SESSION DAY 1					
NO.	CATERING NAME	CONTACT PERSON	ADDRESS	MENU SELECTION	REASONING
1.	Monami Bakery	021 – 7399 - 366	Jl.Pakubuwono VI No. 6, Kebayoran Baru, South Jakarta Website: www.monamibakery.co.id	Package B : Rp. 20.000,-/ Box -Croquette -Sliced Cheese Bluder Bread -Steamed sweet potato cake -Mineral water	Store location not far from the venue, competitive price comparable to the quality, the quality is very good and cleanliness is guaranteed, snack box are often used in various event held by the company.

B. TRAINING SESSION

a) List Catering for Training Session Day 1

CATERING FOR MAIN EVENT TRAINING SESSION DAY 1					
NO.	CATERING NAME	CONTACT PERSON	ADDRESS	MENU SELECTION	REASONING
Coffee Break (1)					
1.	Mikaila Catering	0856-9209 2435 / 0811-8888-516	Jl. Permata II No. 2, Kb. Pala, Jatinegara, East Jakarta Website: www.mikaila.com	Mcs A : Rp. 24.000,-/ Pax - Coffee - Tea - Sugar & Creamer - Beef potato croquette - Stuffed tofu - Nagasari (Coconut and rice flour cake filled with banana)	Provide a complete menu, food served is high quality and cooked the same day without artificial preservatives, has a good taste, the price offered is very affordable, located in Jakarta, very hygienic and get good testimonials

				Cheese stick	
Lunch					
1.	Tiga Dara Catering	021 – 50203099 / 0815 – 1930 – 4119	Jl. Raya Kembangan Selatan Gg. Chobe No. 13 RT. 04/01 Kembangan, West Jakarta Website : www.tigadaracatering.id	Package I : Rap. 29.000,-/ Pax -White rice -Beef with black pepper -Cap cay -Sambal (Indonesian chili paste) -Mineral water	The price offered is affordable, can do testers, catering that is often used for various events, has a good rate, has a nice flavour, hygienic.

					Coffee Break (2)
1.	Mikaila Catering	0856 – 9209 – 2435 / 0811 – 8888 – 516	Jl. Permata II No. 2, KKB. Pala, Jatinegara, East Jakarta, Website: www.mikailla.com	Mcs A : Rp. 24.000,-/ Pax - Coffee - Tea - Sugar & Creamer - Arem-arem - Chicken - Rissoles ragout vegetable - Brownies - Cassava chips	Provide a complete menu, food served is high quality and cooked the same day without artificial preservatives, has a good taste, the price offered is very affordable, located in Jakarta, very hygienic and get good testimonials.

b) List Catering for Training Session Day 2

CATERING FOR MAIN EVENT TRAINING SESSION DAY 2					
NO.	CATERING NAME	CONTACT PERSON	ADDRESS	MENU SELECTION	REASONING
Coffee Break (1)					
1.	Mikailla Catering	0856 – 9209 – 2435 / 0811 – 8888 – 516	Jl. Permata II No. 2, Kb. Pala, Jatinegara, East Jakarta	mcs A : Rp. 24.000,-/ Pax - Coffee - Tea - Sugar & Creamer - Pastel	Provide a complete menu, food served is high quality and cooked the same day without artificial preservatives, has a good taste, the

			Website : www.mikailla.com	- Sausage Solo - Sesame ball - Roasted peanut	price offered is very affordable, located in Jakarta, very hygienic and get good testimonials.
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Lunch

1.	Tiga Dara Catering	021 – 5020 – 3099 / 0815 – 1930 – 4119	Jl. Raya Kembangan Selatan Gg. Chober No. 13 RT. 04/01 Kembangan, West Jakarta www.tigadaracatering.id	First Class Package 9 Rp. 27.000,-/ Pax - White rice - Fried chicken with crispy spiced flakes - Cap cai - Sambal (Indonesian chili paste) - Crackers - Pudding - Mineral water	The price offered is affordable, can do testers, catering that is often used for various events, has a good rate, has a nice flavour, hygienic.
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Coffee Break (2)

1.	Mikaila Catering	0856 – 9209 – 2435 / 0811 – 8888 – 516	Jl. Permata II No. 2, Kb. Pala, Jatinegara, East Jakarta Website: www.mikailla.com	Mcs A: Rp. 24.000,-/ Pax -Coffee -Tea -Sugar & Creamer -Steamed glutinous rice with spiced chicken floss -Bamboo shoot spring rolls -Spekkoek Surabaya -Mini pastel	Provide a complete menu, food served is high quality and cooked the same day without artificial preservatives, has a good taste, the price offered is very affordable, located in Jakarta, very hygienic and get good testimonials.
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c) List Catering for Training Session Day 3

CATERING FOR MAIN EVENT TRAINING SESSION DAY 3					
NO.	CATERING NAME	CONTACT PERSON	ADDRESS	MENU SELECTION	REASONING
Coffee Break (1)					
1.	Mikailla Catering	0856 – 9209 – 2435 / 0811 – 8888 – 516	Jl. Permata II No. 2, Kb. Pala, Jatinegara, East Jakarta Website : www.mikailla.com	Mcs A: Rp. 24.000, -/ Pax - Coffee - Tea - Sugar & Creamer - Beef and eggs pancake - Rissoles ragout vegetable - Cream puffs - Cheese stick	Provide a complete menu, food served is high quality and cooked the same day without artificial preservatives, has a good taste, the price offered is very affordable, located in Jakarta, very hygienic and get good testimonials.
Lunch					
1.	Tiga Dara Catering	021 – 5020 – 3099 / 0815 – 1930 – 4119	Jl. Raya Kembangan Selatan Gg. Chober No. 13 RT. 04/01 Kembangan, West Jakarta www.tigadaracatering.id	First Class Package 9 Rp. 27.000,-/ Pax - White rice - Padang style beef rendang - Stir fried garlic green beans - Sambal (Indonesian chili paste) - Crackers - Pudding - Mineral water	The price offered is affordable, can do testers, catering that is often used for various events, has a good rate, has a nice flavour, hygienic.
Coffee Break (2)					
2.	Mikailla Catering	0856 – 9209 – 2435 / 0811 – 8888 – 516	Jl. Permata II No. 2, Kb. Pala,	Mcs A: Rp. 24.000, -/ Pax - Coffee - Tea	Provide a complete menu, food served is high quality and cooked the same

		Jatinegara, East Jakarta	-Sugar & Creamer -Steamed sticky rice filled with dried chicken and wrapped in egg crepe -Stuffed tofu -Cheese cake -Roasted peanut	day without artificial preservatives, has a good taste, the price offered is very affordable, located in Jakarta, very hygienic and get good testimonials.
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C. AWARDING NIGHT

a) List Catering for Awarding Night

CATERING FOR MAIN EVENT AWARDING NIGHT					
NO.	CATERING NAME	CONTACT PERSON	ADDRESS	MENU SELECTION	REASONING
1.	Medina Catering	0821-2487-0050	PT. EBS GLOBAL NUTRISAR ANA Menara 165 Ground Floor, Jl. TB Simatupang Kav. 1 South Jakarta 12560, Indonesian. Website : medinacatering.id	Regular Buffet Rp. 85.000,-/ Pax -Appetizer (1 Selections) Selada Bangkok -Soup (1 Selections) Mushroom Cream Soup -3 Main Courses, 1 Side Dish, 1 Vegetable, 2 Selections of Rice Beef XO Prawn Salted Egg Chicken Mango Sc Kungpao Spaghetti Baby bean minced beef Medina fried rice White rice -Condiment Chilli & Tomato Sauce / Sambal & Cracker -Dessert Assorted Slice Fruit Blueberry Panacotta -Mineral water	Provide a variety of dishes from outside and inside the country, has a delicious taste, get a high rating from persons who have used the catering service, and very hygienic.

D. BUDGET CATERING FOR MAIN-EVENT

a) Budget for Press Conference

BUDGET FOR MAIN-EVENT PRESS CONFERENCE				
NO.	ITEMS	DETAIL	DETAIL PRICES	TOTAL PRICES
1.	Monami Bakery	101 Pax	Package B: Rp. 20.000,-/ Pax	Rp. 2.020.000,-

b) Budget for Training Session Day 1

BUDGET FOR MAIN-EVENT TRAINING SESSION DAY 1				
NO.	ITEMS	DETAIL	DETAIL PRICES	TOTAL PRICES
Coffee Break (1)				
1.	Mikaila Catering	65 Pax	Mcs A : Rp. 24.000,-/ Pax	Rp. 1.560.000,-
Lunch				
2.	Tiga Dara Catering	65 Pax	Package I : Rp. 29.000,-/ Pax	Rp. 1.885.000,-
Coffee Break (2)				
3.	Mikaila Catering	65 Pax	Mcs A : Rp. 24.000,-/ Pax	Rp. 1.560.000,-

c) Budget for Training Session Day 2

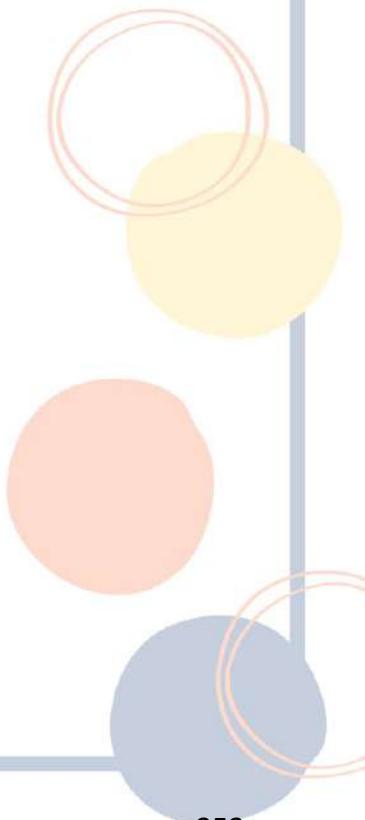
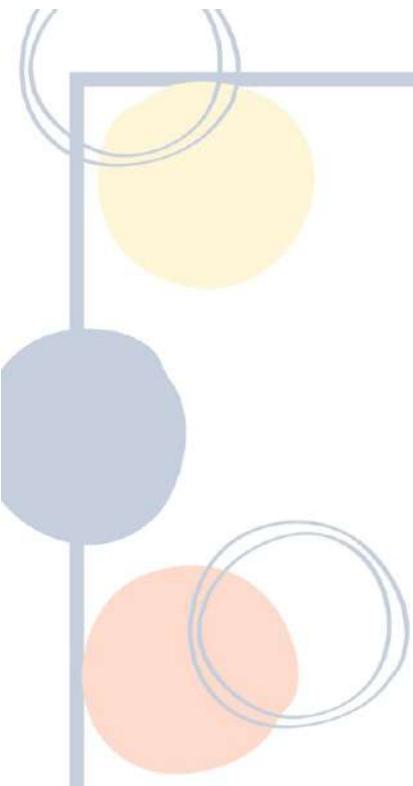
BUDGET FOR MAIN-EVENT TRAINING SESSION DAY 1				
NO.	ITEMS	DETAIL	DETAIL PRICES	TOTAL PRICES
Coffee Break (1)				
1.	Mikaila Catering	65 Pax	Mcs A : Rp. 24.000,-/ Pax	Rp. 1.560.000,-
Lunch				
2.	Tiga Dara Catering	65 Pax	First Class Package 9 : Rp. 27.000,-/ Pax	Rp. 1.755.000,-
Coffee Break (2)				
3.	Mikaila Catering	65 Pax	Mcs A : Rp. 24.000,-/ Pax	Rp. 1.560.000,-

d) Budget for Training Session Day 3

BUDGET FOR MAIN-EVENT TRAINING SESSION DAY 1				
NO.	ITEMS	DETAIL	DETAIL PRICES	TOTAL PRICES
Coffee Break (1)				
1.	Mikaila Catering	65 Pax	Mcs A : Rp. 24.000,-/ Pax	Rp. 1.560.000,-
Lunch				
2.	Tiga Dara Catering	65 Pax	First Class Package 9 : Rp. 27.000,-/ Pax	Rp. 1.755.000,-
Coffee Break (2)				
3.	Mikaila Catering	65 Pax	Mcs A : Rp. 24.000,-/ Pax	Rp. 1.560.000,-

e) Budget for Awarding Night

BUDGET FOR MAIN-EVENT AWARDING NIGHT				
NO.	ITEMS	DETAIL	DETAIL PRICES	TOTAL PRICES
1.	Medina Catering	120 Pax	Regular Buffet : Rp. 85.000,-/ Pax	Regular Buffet : Rp. 10.200.000,-



 **shopeesticated**

STRATEGY & TACTICAL POST-EVENT
REPORT
Run The Business, Hit The Profit

STRATEGY POST-EVENT

A. Lunch with Prilly Latuconsina at Nona Judes

Lunch with Prilly Latuconsina at Nona Judes is an event that will be held as one of the prizes for #GetReadyWithShopeeStuffs video competition and also a celebration of The New Year 2021. There will be five winners that will be the participants at this event.

B. “SEED” CSR

SEED or Shopeesticated Empower Entrepreneurs with Diffability is a CSR that conduct to give diffability people to have creative online business skills. This CSR will be in the form of training. We choose Wisma Chesire to receive this CSR program.

C. SME Forum Webinar Series: Sharing About Progress and Tips on How to Run the Small Business

An online sharing session that will be held via the ZOOM application. Invite back speakers from LSPR who have also filled in the main event (training) and participatory training participants. The contents of the material will discuss how the progress of SMEs who have attended Shopee training and evaluation, tips on stabilizing the business and opening up large opportunities for small business.



TACTICAL REPORT DIVISION

I. EVENT DIVISION

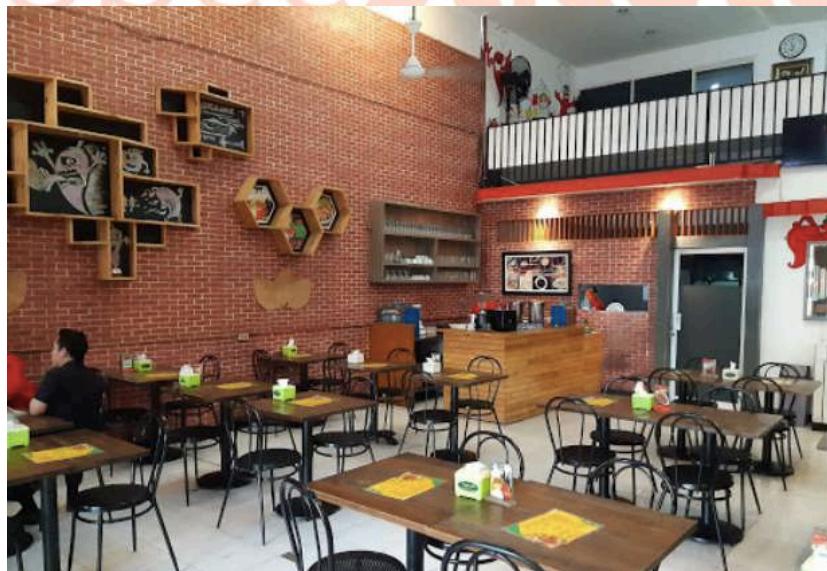
TACTICAL POST-EVENT

A. LUNCH WITH PRILLY LATUCOSINA AT NONA JUDES

Lunch with Prilly Latuconsina at Nona Judes will be called as “New Year Lunch with Prilly Latuconsina”. This is an event that will be held as one of the prizes for #GetReadyWithShopeeStuffs video competition and also a celebration of The New Year 2021. There will be **Five Winners** that will be the participants at this event. There will be a lot of activities there such as playing games, QnA, etc. Besides lunch with Prilly Latuconsina, the five winners will get cash amount Rp 500.000, goodie bag and certificate for each winner. For the first winner or best of the best will get the additional prize such as Jansport bag and Samsung Galaxy M11.

Details of the event are:

- Date : Sunday, January 8th 2021
- Time : 10.00 A.M until done
- Location : Nona Judes, Jl. Ks. Tubun 3 Dalam No. 2, Slipi, West Jakarta
- Dress code : Smart Casual in Orange or Navy color



(Photo of Nona Judes Slipi)

a) LIST OF MC AND WELCOMING SPEECH SPEAKERS

No.	Name and Photo	Description
1.	Okky Alparessi, M.Ikom 	Okky Alparessi, M.Ikom is a Marketing Communication lecturer and Head of Marketing at LSPR Communication and Business Institute. In this lunch event, he will be the Master of Ceremony .
2.	Sylvia Roennfeld, M.Si. 	Sylvia Roennfeld, M.Si is a Public Relations lecturer at LSPR Communication and Business Institute. She is Shopeesticated Chairperson . In this event, she will give a Welcoming Speech
3.	Prilly Latuconsina 	Prilly Latuconsina is an Indonesian actress, host, writer, singer, entrepreneur and also LSPR's student majoring in Public Relations. She is owner of Nona Judes. In this event she will give a Welcoming Speech and had Lunch with the Winners .
4.	Stefanie Tanaki 	Stefanie Tanaki is a LSPR Student Batch 21 Majoring in Public Relations. She is the Event Director at Shopeesticated 2020 . In this event, she will give a Welcoming Speech .

b) RUNDOWN

NO.	ACTIVITIES	DURATION	TIME	SPEAKERS	PIC
1.	The winners gather at LSPR Lobby Campus B	60'	10.00-11.00	-	Dwika A
2.	Winners on the way to Nona Judes	15'	11.00-11.15	-	Dwika A
3.	Winners arrived at Nona Judes	0'	11.15	-	Dwika A
4.	Opening and ice breaking from MC	5'	11.15-11.20	Okky Alparessi, M.Ikom	Nyoman R
5.	Welcoming speech from Chairperson Shopeesticated	3'	11.20-11.23	Sylvia Roennfeld, M.Si	Angel O
6.	Bridging by MC	10"	11.23	Okky Alparessi, M.Ikom	Nyoman R
7.	Welcoming speech from Event Director Shopeesticated	3'	11.23-11.26	Stefanie Tanaki	Izky S
8.	Bridging by MC	10"	11.26	Okky Alparessi, M.Ikom	Nyoman R
9.	Welcoming speech from Owner Nona Judes	4'	11.26-11.30	Prilly Latuconsina	Dwika A
10.	Bridging by MC	10"	11.30	Okky Alparessi, M.Ikom	Nyoman R
11.	Lunch with Prilly	60'	11.30-12.30		Maharani A
12.	Games with Prilly	15'	12.30-12.45	Okky Alparessi, M.Ikom	Angel O

13.	QnA and Photo Session with Prilly	30'	12.45-13.15	Okky Alparessi, M.Ikom, Prilly Latuconsina	Izky S
14.	Video Competition winner announcement	15'	13.15-13.30	Okky Alparessi, M.Ikom	Dwika A
15.	Photo session for winner's	5'	13.30-13.35	Okky Alparessi, M.Ikom	Angel O
16.	Closing by mc	2'	13.35-13.37	Okky Alparessi, M.Ikom	Nyoman R
17.	Go back to LSPR	15'	13.37-13.52	-	Dwika A

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c) TECHNICAL DETAILS

NO.	ACTIVITIES	DESCRIPTION	LOGISTIC and EQUIPMENT	PIC
1.	The winners gather at LSPR Lobby Campus B	The winners will be gathered at LSPR Lobby Campus B. LSPR will provide a shuttle bus to take the winners to Nona Judes. PIC will have the winners' phone number to contact them.	Sofa	Dwika A
2.	Winners on the way to Nona Judes	Winners will on the way to Nona Judes by LSPR's shuttle bus. PIC will accompany the winners.	LSPR Shuttle Bus	Dwika A
3.	Winners arrived at Nona Judes	Winners arrived at Nona Judes and occupy the table that has been provided. PIC will show the way to their table.	-	Dwika A
4.	Opening and ice-breaking from MC	MC will give an opening speech and ice-breaking to the winners such as asking their name, age, school, etc.	Microphone, screen	Nyoman R
5.	Welcoming speech from Chairperson Shopeesticated	Ms Sylvia Roennfeld will give a speech to welcome the winners.	Microphone, screen	Angel O
6.	Bridging by MC	Bridging by MC	Microphone, screen	Nyoman R
7.	Welcoming speech from Event Director Shopeesticated	Stefanie Tanaki will give a speech to welcome the winners.	Microphone, screen	Izky S
8.	Bridging by MC	Bridging by MC	Microphone, screen	Nyoman R
9.	Welcoming speech from Owner Nona Judes	Prilly Latuconsina will give a speech to welcome the winners.	Microphone, screen	Dwika A
10.	Bridging by MC	Bridging by MC	Microphone, screen	Nyoman R

11.	Lunch with Prilly	Winners will have lunch with Prilly Latuconsina. The menu that could be ordered will arrange by FnB division.	-	Maharani A
12.	Games with Prilly	Winners will be played Whisper Challenge with Prilly. Whisper Challenge is a game where one people using a headphone with a song that playing loudly, while her/his partner will give his/her a sentence and his/her must be guessing the sentence. The first winner will get a large Toblerone chocolate and the rest will get a Delfi chocolate.	Microphone, screen, headphone	Angel O
13.	QnA and Photo Session with Prilly	In this QnA, the winners could ask Prilly about her college life and business life. After that, there will be a photo session with Prilly (one by one).	Microphone, screen, camera	Izky S
14.	Video Competition's winner's announcement	In this session, the winner's video will be played at the screen. The best of the best winner will be announced. The prizes for the winner will be delivered by Prilly Latuconsina and Event Director	Microphone, screen	Dwika A
15.	Photo session for winners	Photo session for all the winners	Microphone, screen, camera	Angel O
16.	Closing by mc	MC thanked all the winners, committee, and closed the event	Microphone, screen	Nyoman R
17.	Go back to LSPR	The winners will go back to LSPR by LSPR's shuttle bus.	LSPR Shuttle Bus	Dwika A

B. "SEED" CSR

Based on the secondary research that we have done, there are 21.84 million or around 8.56% of Indonesia's population are people with disabilities (the data is taken from census data or we can call it SUPAS). While in Jakarta itself, based on data from the DKI Jakarta Central Statistics Agency (BPS), in 2015 the number of people with disabilities in the Capital City reached 6,003 and has been increasing every year. This is a pretty extreme situation because people with disabilities (PWD) have a higher chance than poverty in Indonesia, and there is a strong misconception that they are not productive and dependent.

It is time for us who are given more perfections from God to care for others. So, Shopeesticated conducted the SEED Program as one of the post-event activities in a series of Shopeesticated's events. SEED Program is held as a method to remind the public of the training events that have been carried out during the main event. The SEED Program itself is a social activity in the form of Corporate Social Responsibility (CSR) where we want to educate and giving charity to Persons with Disabilities (PWD).

With this SEED Programmed, we would like to give them by training with LSPR Student (Ms. Nadita Nur Rizkika) to make a handcraft, corporate with thisable.id (Mrs. Angkie Yudistia) that People with Disabilities (PWD) could be a success too in the future, and the last we would like to donate to them.

a) RECEIVER OF SEED PROGRAMME:

Yayasan Wisma Cheshire

Run The Business, Hit The Profit



Creating Opportunities for Persons with Disabilities

Yayasan Cheshire Indonesia or well known as Wisma Cheshire is a member of Global Alliance of Leonard Cheshire Disability, a non-government organisation based in London that operates in some 257 homes worldwide.

Wisma Cheshire started in 1974 offering residential care for paraplegics. The organisation has grown over the years and now actively runs programs such as vocational training, disability rights advocacy, individual development plan, and providing accommodation for people with disabilities.

Wisma Cheshire is a home registered in Indonesia for up to 32 paraplegic residents of both sexes. The majority of the residents have disabilities from road or industrial accidents; some have suffered from polio. Wisma Cheshire provides a centre for their residents to realise their full

potential. They support educational programs to help rehabilitate the residents, helping them learn new skills which enable them to seek employment and financial independence. The home is run by a committee of volunteers and employs some full-time staffs.

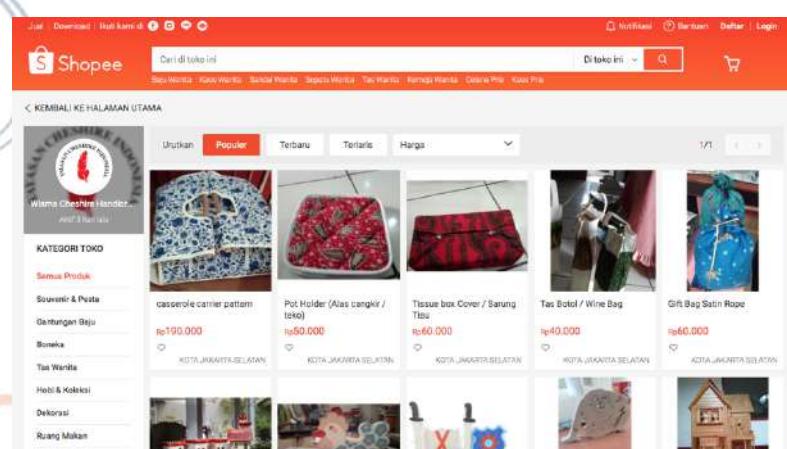
Their programs include vocational training in woodwork, sewing/tailoring, computer and IT, and English language. They also deliver supporting programs such as physiotherapy and nursing service, psychology and counselling, giving scholarships or funds to support talented people. Wisma Cheshire has a livelihood project as well, where they help reintroduce their residents to the working community and to independent living.

Wisma Cheshire has a disability rights campaign called Young Voices Indonesia (YVI) Program, which works to strengthen the role of young people with disabilities throughout Indonesian society. YVI advocates and promotes the rights of people with disabilities and helps raise social awareness of the United Nations Convention on the Rights of Persons with Disabilities (UNCRPD). YVI actively conducts workshops, seminars, public campaigns, art performances, and tremendously supports its members to participate in both national and international conferences.

Yayasan Wisma Cheshire's Social Media	
<p>Yayasan Wisma Cheshire's Website https://wismacheshire.com</p> 	<p>Yayasan Wisma Cheshire's Instagram https://www.instagram.com/wismacheshire/</p> 
<p>Yayasan Wisma Cheshire's YouTube https://www.youtube.com/channel/UCDbrpVXdGgkTvymg6cP9kA/videos</p> 	<p>Yayasan Wisma Cheshire's Facebook https://www.facebook.com/wisma.cheshire</p> 

RASIONALIZATION WHY WE CHOOSE YAYASAN WISMA CHESHIRE

- Wisma Cheshire is an organization established since 1974 which is also a non-governmental organization based in the United Kingdom. So, we believe that this organization is very credible for us to run the CSR program.
- Wisma Cheshire has conducted several undergo vocational training for their residents such as carpentry, handicraft (sewing), as well as some complementary skills such as computers and English. So that they already have the basic to do business thus making it easier for the SEED Program to do this CSR.
- Handcrafted by Wisma Cheshire resident are traded through Shopee. So that it is aligned with the platform that Shopeesticated is doing.



(Source from Wisma Cheshire's Shopee)
<https://shopee.co.id/shop/65454344/search>

- It only takes 20minutes from LSPR Communication and Business Institute. We consider all situations including the distance from our campus. We knew that Jakarta is a crowded capital city, so we want to run this program on time as on the time table/rundown.

b) DETAILS OF THE EVENT

- Date : Saturday, February 6th 2021 – Sunday, February 7th 2021
- Time : Day 1 (10.00-12.46) and Day 2 (10.00-13.01)
- Location : Jl. Wijaya Kusuma No.15, RT.5/RW.9, Cilandak Bar., Kec. Cilandak, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12430
- Trainee : 64 persons

c) LIST OF MC AND WELCOMING SPEECH

NO.	NAME AND PHOTO	DESCRIPTION	PIC
1.	Okky Alparessi, M.Ikom 	Okky Alparessi, M.Ikom is a Marketing Communication lecturer and Head of Marketing at LSPR Communication and Business Institute. In this lunch event, he will be the Master of Ceremony .	Angel O
2.	Sylvia Roennfeld, M.Si. 	Sylvia Roennfeld, M.Si is a Public Relations lecturer at LSPR Communication and Business Institute. She is Shopeesticated Chairperson . In this event, she will give a Welcoming Speech	Nyoman R
3.	Stefanie Tanaki 	Stefanie Tanaki is a LSPR Student Batch 21 Majoring in Public Relations. She is the Event Director at Shopeesticated 2020 . In this event, she will give a Welcoming Speech .	Izky S

d) LIST OF SPEAKERS

NO.	NAME AND PHOTO	DESCRIPTION	PIC
1.	Angkie Yudistia 	Angkie Yudistia, is a woman with a disability but is known by the public as an inspiring young woman. Angkie Yudistia is well known too as special staff to the President Republic of Indonesia, Joko Widodo. Who was also an alumnus from the LSPR Communication and Business Institute. Angkie Yudistia has a lot of achievements such as being chosen as one of the finalists from Abang None in West Jakarta, being awarded as The Most Fearless Female Cosmopolitan 2008, made three highly inspirational books, and establishing an organization called Thisable Enterprises.	Stefanie T
2.	Nadita Nur Rizkika 	Nadita Nur Rizkika is a Public Relations student at LSPR Communication and Business Institute Batch 21. Ms Nadita is part of Ms LSPR on 2019-2020. Ms Nadita has a high creative spirit in making handicrafts so we would like to invite Ms Nadita to corporate with the SEED Program.	Dwika A

e) LIST OF GUEST STAR

No.	Name and Photo	Description	PIC
1.	LSPR BAND 	<p>LSPR Band is one of the art clubs at LSPR. In this event, LSPR Band will be a performance to entertain Wisma Cheshire's resident.</p> <p>List of songs:</p> <ul style="list-style-type: none"> • Lemonade by Jeremy Passion • Heaven by Afgansyah Reza, Isyana Sarasvati and Rendy Pandugo 	Izky S

f) DETAILS OF EVENT

DAY	TRAINER/SPEAKER	DETAILS OF EVENT
DAY 1: February, 6 th 2021	Ms. Nadita Nur Rizkika	In day 1 of this event, Ms. Nadita will provide training to Wisma Cheshire's resident to make handicrafts, tell a story about her online business @salika.id
DAY 2: February, 7 th 2021	Mrs. Angkie Yudistia	In day 2, Mrs. Angkie Yudistia as the founder of Thisable Enterprises on this SEED program will be educated Wisma Cheshire's resident about creative online entrepreneur and motivate them that people with disabilities have a lot of chance to success too in the future.
DAY 2: February, 7 th 2021	Mrs. Sylvia Roennfeld, M.Si	In day 2, Mrs. Sylvia Roennfeld, M.Si will be giving Rp 10.000.000,- as the donation to the Wisma Cheshire.

g) RUNDOWN AND TECHNICAL DETAILS “SEED” PROGRAM DAY 1

- RUNDOWN “SEED” PROGRAM DAY 1**

NO.	ACTIVITIES	DURATION	TIME	SPEAKERS or PERFORMER	PIC
1.	Opening from MC	5'	10.00-10.05	Okky Alparessi, M.Ikom	Nyoman R
2.	Bridging by MC	10"	10.05	Okky Alparessi, M.Ikom	Izky S
3.	Welcoming speech from Chairperson Shopeesticated	3'	10.05-10.08	Sylvia Roennfeld, M.Si	Angel O
4.	Bridging by MC	10"	10.08	Okky Alparessi, M.Ikom	Nyoman R
5.	Welcoming speech from Event Director Shopeesticated	3'	10.08-10.11	Stefanie Tanaki	Izky S
6.	Bridging by MC	10"	10.11	Okky Alparessi, M.Ikom	Nyoman R
7.	Educate/Training Wisma Cheshire's resident with Ms. Nadita Nur Rizkika	60'	10.11-11.11	Ms. Nadita Nur Rizkika	Angel O
8.	Bridging by MC	10"	11.11	Okky Alparessi, M.Ikom	Nyoman R
9.	QnA and Photo Session with Ms. Nadita Nur Rizkika	30'	11.11-11.41	Okky Alparessi, M.Ikom, and Ms. Nadita Nur Rizkika	Izky S
10.	Bridging by MC	10"	11.41	Okky Alparessi, M.Ikom	Dwika A

11.	Lunch Time	60'	11.41-12.41		Maharani A
12.	(during lunch time) Bridging by MC	10”	11.41	Okky Alparessi, M.Ikom	Dwika A
13.	(during lunch time) Check sound for LSPR BAND performance	10’	11.41-11.51	LSPR Band	Angel O
14.	(during lunch time) Bridging by MC	10”	11.51	Okky Alparessi, M.Ikom	Nyoman R
15.	(during lunch time) LSPR BAND Performance	15’	11.51-12.06	LSPR Band	Angel O
16.	(after lunch time) Bridging by MC	10”	12.41	Okky Alparessi, M.Ikom.	Nyoman R
17.	Photo Session with all participants	5’	12.41-12.46	Okky Alparessi, M.Ikom, all participants	Izky S
18.	Closing by MC	10’	12.46	Okky Alparessi, M.Ikom.	Nyoman R

- TECHNICAL DETAILS DAY 1

NO.	ACTIVITIES	DESCRIPTIONS	LOGISTIC and EQUIPMENT	SPEAKERS OR PERFORMER
1.	Opening from MC	MC will be given opening speech, he will give an explain of the series of events that will be carried out today and making the ice-breaking with the audience (Wisma Cheshire's resident).	Microphone, Que Card	Okky Alparessi, M.Ikom
2.	Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
3.	Welcoming speech from Chairperson Shopeesticated	Mrs.Sylvia Roennfeld,M.Si will be given a welcome speech such as explaining what is Shopeesticated and SEED Program	Microphone	Sylvia Roennfeld, M.Si
4.	Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
5.	Welcoming speech from Event Director Shopeesticated	Ms.Stefanie Tanaki will be given a welcome speech to and introduce her-self as an Event Director Shopeesticated.	Microphone	Stefanie Tanaki
6.	Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
7.	Educate/Training Wisma Cheshire's resident with Ms. Nadita Nur Rizkika	Ms. Nadita Nur Rizkika will be giving training to Wisma Cheshire's resident to make handcraft such as embroider, make scrunchies etc.	Microphone, Slides of Presentation, Tools for making a handcraft, Handout (guidance for making a handcraft)	Ms. Nadita Nur Rizkika
8.	Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
9.	QnA and Photo Session with Ms. Nadita Nur Rizkika	In this session, the resident could make a question to Ms.Nadita about her online business @salika.id, how she maintains or running their business and she will answer it.	Microphone	Okky Alparessi, M.Ikom, and Ms. Nadita Nur Rizkika

10.	Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
11.	Lunch Time	It is time to lunch for all participants, The menu will be served by FnB division.		
12.	(during lunch time) Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
13.	(during lunch time) Check sound for LSPR BAND performance	Before LSPR Band perform, they will check the sound system to maximize their performance.	Sound system	LSPR Band
14.	(during lunch time) Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
15.	(during lunch time) LSPR BAND Performance	LSPR Band will be entertained all participant while lunchtime	Microphone Sound system	LSPR Band
16.	(after lunch time) Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom.
17.	Photo Session with all participants	Photo session with all participants	Microphone, Camera	Okky Alparessi, M.Ikom, all participants
18.	Closing by MC	MC will be giving a closing speech for day 1, and explain that the next day we will come back for day 2.	Microphone	Okky Alparessi, M.Ikom.

h) RUNDOWN AND TECHNICAL DETAILS “SEED” PROGRAM DAY 2

- RUNDOWN “SEED” PROGRAM DAY 2**

NO.	ACTIVITIES	DURATION	TIME	SPEAKERS	PIC
1.	Opening from MC	5'	10.00-10.05	Okky Alparessi, M.Ikom	Nyoman R
2.	Bridging by MC	10"	10.05	Okky Alparessi, M.Ikom	Izky S
3.	Welcoming speech from Chairperson Shopeesticated	3'	10.05-10.08	Sylvia Roennfeld, M.Si	Angel O
4.	Bridging by MC	10"	10.08	Okky Alparessi, M.Ikom	Nyoman R
5.	Welcoming speech from Event Director Shopeesticated	3'	10.08-10.11	Stefanie Tanaki	Izky S
6.	Bridging by MC	10"	10.11	Okky Alparessi, M.Ikom	Nyoman R
7.	Educate Wisma Cheshire's resident with Mrs.Angkie Yudistia (founder of <i>thisable.id</i>)	60'	10.11-11.11	Mrs.Angkie Yudistia	Angel O
8.	Bridging by MC	10"	11.11	Okky Alparessi, M.Ikom	Dwika A
9.	QnA and Photo Session with Mrs.Angkie Yudistia (founder of <i>thisable.id</i>)	30'	11.11-11.41	Okky Alparessi, M.Ikom, Angkie Yudistia	Izky S
10.	Bridging by MC	10"	11.41	Okky Alparessi, M.Ikom	Dwika A
11.	Lunch Time	60'	11.41-12.41	-	Maharani A
12.	(during lunch time) Bridging by MC	10"	11.41	Okky Alparessi, M.Ikom	Dwika A

13.	(during lunch time) Check sound for LSPR BAND performance	10'	11.41-11.51	LSPR Band	Angel O
14.	(during lunch time) Bridging by MC	10"	11.51	Okky Alparessi, M.Ikom	Nyoman R
15.	(during lunch time) LSPR BAND Performance	15'	11.51-12.06	LSPR Band	Angel O
16.	(after lunch time) Bridging by MC	10"	12.41	Okky Alparessi, M.Ikom.	Nyoman R
17.	Giving Donation to Wisma Cheshire	15'	12.41-12.56	Sylvia Roennfeld, M.Si	Izky S
18.	Bridging by MC	10'	12.56	Okky Alparessi, M.Ikom.	Nyoman R
19.	Photo Session with all participants	5'	12.56-13.01	Okky Alparessi, M.Ikom, all participants	Izky S
20.	Closing by MC	10'	13.01	Okky Alparessi, M.Ikom.	Nyoman R

- TECHNICAL DETAILS “SEED” PROGRAM DAY 2

NO.	ACTIVITIES	DESCRIPTIONS	LOGISTIC and EQUIPMENT	SPEAKERS OR PERFORMER
1.	Opening from MC	MC will be give an opening speech, he will given explain the series of events that will be carried out today and making the ice-breaking with the audience (Wisma Cheshire's resident).	Microphone, Que Card	Okky Alparessi, M.Ikom
2.	Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
3.	Welcoming speech from Chairperson Shopeesticated	Mrs.Sylvia Roennfeld,M.Si will be given a welcome speech such as explaining what is Shopeesticated and SEED Program	Microphone	Sylvia Roennfeld, M.Si
4.	Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
5.	Welcoming speech from Event Director Shopeesticated	Ms.Stefanie Tanaki will be given a welcome speech to and introduce her-self as an Event Director Shopeesticated.	Microphone	Stefanie Tanaki
6.	Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
7.	Educate Wisma Cheshire's resident with Mrs.Angkie Yudistia (founder of <i>thisable.id</i>)	Mrs.Angkir Yudistia will be educated Wisma Cheshire's resident about creative online entrepreneur and also motivate them that people with disabilities could be a success too in the future.	Microphone, Slides of Presentation	Mrs.Angkie Yudistia
8.	Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom

9.	QnA and Photo Session with Mrs.Angkie Yudistia (founder of <i>thisable.id</i>)	In this session, the resident could make a question to Mrs.Angkie about the online business entrepreneur, how she maintains or running their business (@ <i>thisable.id</i>) and she will answer it.	Microphone	Okky Alparessi, M.Ikom, Angkie Yudistia
10.	Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
11.	Lunch Time	It is time to lunch for all participants, The menu will be served by FnB division.		
12.	(during lunch time) Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
13.	(during lunch time) Check sound for LSPR BAND performance	Before LSPR Band perform, they will check the sound system to maximize their performance.	Sound system	LSPR Band
14.	(during lunch time) Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom
15.	(during lunch time) LSPR BAND Performance	LSPR Band will be entertained all participant while lunchtime	Sound System, Microphone	LSPR Band
16.	(after lunch time) Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom.
17.	Giving Donation to Wisma Cheshire	Mrs.Sylvia Roennfeld, M.Si will be giving Rp. 10.000.000,- as the donation to the Wisma Cheshire.		Sylvia Roennfeld, M.Si
18.	Bridging by MC	Bridging by MC	Microphone	Okky Alparessi, M.Ikom.
19.	Photo Session with all participants	Photo session with all participants	Microphone, Camera	Okky Alparessi, M.Ikom, all participants
20.	Closing by MC	MC will be giving a closing speech for closing the event.	Microphone	Okky Alparessi, M.Ikom.

C. SME FORUM WEBINAR SERIES: SHARING ABOUT PROGRESS AND TIPS ON HOW TO RUN THE SMALL BUSINESS

An online sharing session that will be held via the ZOOM application. Invite back speakers from LSPR who have also filled in the main event (training) and participatory training participants. The contents of the material will discuss how the progress of SMEs who have attended shopee training and evaluation, tips on stabilizing the business and opening up large opportunities for small business.

Participants who have followed the entire series of Shopeesticated events ranging from pre, main to post, will get a certificate. Particularly for participants who take part in the final event series at the post-event, the webinar will receive an **e-certificate** officially graduated from the designated training. Participants who have previously participated in the Shopeesticated event will be invited back via auto-email as a reminder to take part in the sharing webinar session (free).

Details of the event are:

- Date : Saturday, March, 10th 2021
- Time : 13.00 – 15.30
- Application : ZOOM Meeting
- Participants : 100 (1 account for speakers, moderator, guest stars, 75 accounts for trainee of Shopeesticated training, 24 accounts for webinar participants)
- Duration : 2,5 hours
- Location : LSPR TV Studio, LSPR Communication and Business Institute (place for moderator, speakers and guest stars to record the webinar)
- Content :
 - Tips and tricks on how to manage your business to remain stable
 - Developing opportunities in small business through service quality, public speaking and professional communication
 - Sharing sessions on the progress of small business participants who have participated in Shopee testing training, in addition to that will also be given an evaluation of each small business, for example, some businesses become increase after training, or still not increase.

a) LIST OF MODERATOR AND SPEAKERS

NO.	NAME AND PHOTO	DESCRIPTION	PIC
1.	Okky Alparessi, M.Ikom 	<p>Okky Alparessi, M.Ikom is a Marketing Communication lecturer and Head of Marketing at LSPR Communication and Business Institute. In this training, he will be the Moderator.</p>	Angel O
2.	Mahadi Asman 	<p>Mahadi Asman is a lecturer at LSPR Communication and Business Institute. He is also a CEO and Director of J&M Creative Agency. In this training, he will be the Speaker in Session 1 with Subject about Service Quality.</p>	Dwika A
3.	Dr. Sri Ulya Suskarwati, S.E., M.Si. 	<p>Dr. Sri Ulya Suskarwati, S.E., M.Si is a lecturer, Assistant Director of Post Graduate Programme, and Deputy Head of Media Centre for Publication at LSPR Communication and Business Institute. In this training, she will be the Speaker in Session 2 with Subject about Public Speaking.</p>	Stefanie T

4.	Kaezar Maulana, S.I.P.	<p>Kaezar Maulana, S.I.P is a lecturer at LSPR Communication and Business Institute. He is also a Managing Partner and Senior Consultant Asia PR. In this training, he will be the Speaker in Session 3 with Subject about Professional Communication.</p>	Nyoman R
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b) GUEST STAR

No.	Name and Photo	Description	PIC
1.	LSPR Band x Elvan Garingging 	<p>Elvan Garingging or also known as Elvan Saragih is a LSPR Communication and Business Institute student, majoring in Public Relations. Elvan was the top twenty finalist of Indonesian Idol 2018. He is also the winning of Rising Star Indonesia Season 3. In this webinar he will be the vocalist of LSPR Band (group of 3 people).</p> <p>List of songs :</p> <ul style="list-style-type: none"> • Bitterlove – Ardhito Pramono • Terserah – Glenn Fredly • Fine Today – Ardhito Pramono Adu Rayu – Yovie, Tulus, Glenn Fredly 	Izky S

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c) RUNDOWN AND TECHNICAL DETAILS “SME FORUM WEBINAR SERIES”

- RUNDOWN

TIME	DURATION	DESCRIPTION	SPEAKER	PIC
13.00 - 13.10	10'	Opening by moderator	MODERATOR	Angel O
13.10 - 13.30	20'	Sharing session by speaker 1 (SERVICE QUALITY)	MAHADI ASMAN	Dwika A
13.30 - 13.50	20'	Sharing session by speaker 2 (PUBLIC SPEAKING)	Dr. Sri Ulya Suskarwati, S.E., M.Si.	Stefanie T
13.50 - 14.20	30'	BREAK (Virtual live concert by LSPR Band x Elvan Garingging)	MODERATOR	Izky S
14.20 - 14.40	20'	Sharing session by speaker 3 (PROFESSIONAL COMMUNICATION)	Kaezar Maulana, S.IP.	Nyoman R
14.40 - 15.20	40'	Q & A	All speakers	Izky S
15.20 - 15.30	10'	Closing	MODERATOR	Angel O

Run The Business, Hit The Profit

- TECHNICAL DETAILS

No.	ACTIVITIES	DESCRIPTION	LOGISTIC and EQUIPMENT	SPEAKERS
1	Opening by moderator	Moderator will give a welcoming speech to all participants and explain about this webinar	LSPR TV camera (include tripod), laptop, sofa	MODERATOR
2	Sharing session by speaker 1 (SERVICE QUALITY)	Mr Mahadi Asman will share about service quality and there will be interaction with trainee of Shopeesticated's training	LSPR TV camera (include tripod), laptop, sofa	MAHADI ASMAN
3	Sharing session by speaker 2 (PUBLIC SPEAKING)	Ms. Sri Ulya will share about service quality and there will be interaction with trainee of Shopeesticated's training	LSPR TV camera (include tripod), laptop, sofa	Dr. Sri Ulya Suskarwati, S.E., M.Si.

4	BREAK (Virtual live concert by LSPR Band x Elvan Garingging)	Performance by LSPR Band x Elvan Garingging	Microphone, band equipment, camera, laptop	MODERATOR
5	Sharing session by speaker 3 (PROFESSIONAL COMMUNICATION)	Mr Kaezar Maulana will share about service quality and there will be interaction with trainee of Shopeesticated's training	LSPR TV camera (include tripod), laptop, sofa	Kaezar Maulana, S.I.P.
6	Q & A	Participants of the webinar will be allowed to ask a question and will be answered by speakers	LSPR TV camera (include tripod), laptop	All speakers
7	Closing	Moderator will close the webinar and give information about how to get e-certificate	LSPR TV camera (include tripod), laptop, sofa	MODERATOR

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II. PROMOTION DIVISION

a) TIMELINE PROMOTION FOR INFLUENCER

No	Nama Influencer	JANUARY																																
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
1	Zahra Salsabila																																	
2	Sarah Sabilla																																	
3	Prilly Latuconsina																																	
4	Zulfa Maharani																																	
5	Muhammad Riza Irsyadillah																																	
No	Nama Influencer	FEBRUARI																																
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30			
1	Zahra Salsabila																																	
2	Sarah Sabilla																																	
3	Prilly Latuconsina																																	
4	Zulfa Maharani																																	
5	Muhammad Riza Irsyadillah																																	
No	Nama Influencer	MARCH																																
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31		
1	Zahra Salsabila																																	
2	Sarah Sabilla																																	
3	Prilly Latuconsina																																	
4	Zulfa Maharani																																	
5	Muhammad Riza Irsyadillah																																	

b) BUGDETING

No.	Nama Influencer	Details	Detail Prices	Total Prices
1	Zahra Salsabila	12 post	Rp. 100.000	Rp. 1.200.000
2	Sarah Sabilla	12 post	Rp. 200.000	Rp. 2.400.000
3	Prilly Latuconsina	12 post	Rp. 350.000	Rp. 4.200.000
4	Zulfa Maharani	12 post	Rp. 200.000	Rp. 2.400.000
5	Muhammad Riza Irsyadillah	12 post	Rp. 200.000	Rp. 2.400.000
Grand Total			Rp. 12.600.000	

c) MATERI PROMOTION INSTASTORY INSTAGRAM FOR INFLUENCER

- Materi Promotion for New Year Lunch with Prilly Latuconsina at Nona Judes

Announce about New Year Lunch with Prilly Latuconsina	Happy New Year! I hope this year, all of you get better than last year. Anyway, did you still remember that last December there was a #getreadywithshopeestuffs competition to make a 1-minute video? Maybe some of you still remember and participate, for those of you who don't know, you can immediately check Instagram @shopeesticasted. And On January 8, 2021 lunch will be held with Prilly Latuconsina at Nona Judes as one of the prizes for the #getreadywithshopeestuffs video competition as well as the celebration of the new year 2021. There will be 5 winners attending the new year lunch. For further information, just swipe up!
Announce about New Year Lunch (for Prilly Story)	Happy New Year! I hope this year, all of you get better than last year. Anyway, did you still remember that last December there was a #getreadywithshopeestuffs competition to make a 1-minute video? Maybe some of you still remember and participate, for those of you who don't know, you can immediately check Instagram @shopeesticasted. And I have important information, On January 8, 2021, 5 winners can get lunch with me at my restaurant, Nona Judes as one of the prizes for the #getreadywithshopeestuffs video competition as well as the celebration of the new year 2021. Are You Excited guys? For further information, just swipe up!

- Materi Promotion for “SEED” CSR

Announce about “SEED” CSR	HI ALL! Do you know, we will hold a "SEED CSR" or Shopeesticated Empower Entrepreneurs with Disability on 6-7 February 2021. This is training as a form of support for our disabled friends to be able to have creative online business skills. This event will take place at Wisma Chesire, and will be enlivened by several speakers who are experts in their fields and also a guest star. For more details swipe up or follow directly on @shopeesticasted.
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- Materi Promotion for “SME Forum Webinar Series”

Announce about SME Forum Webinar Series

Hello guys, what do you think about the training that was held in December 2020? It's very insightful, right? So on March 10, 2021, the SME Forum Webinar Series will be held, as one continuous series or can be called as a conclusion of the training that has been held. In this event, there will be sharing about progress and tips on how to stabilize small businesses through the zoom application and will get e-certificates. This webinar event series is free and only applies to participants who have previously attended the training. To find out more, go directly to Instagram @shopeesticated or swipe up!



III. MEDIA DIVISION [MEDIA PARTNER]

a) MEDIA PARTNER LIST FOR POST-EVENT

No.	Name of Media	Media	PIC
1.	Kompas.com	Online Media News	Desy
2.	Prambors FM	Radio	Deianeira
3.	Trans 7	TV	Fitri
4.	NET TV	TV	Fitri
5.	Poskota News	Print Media	Desy

b) LIST MEDIA FOR “LUNCH WITH PRILLY LATUCOSINA AT NONA JUDES”

ONLINE MEDIA NEWS		
No.	Name of Media	PIC
1.	DailySocial.id	Desy
2.	Detik.com	Desy
3.	Liputan6.com	Desy
4.	Kumparan	Desy
5.	Okezone.com	Desy

RADIO		
6.	LSPR Radio	Deianeira
7.	Prambors FM	Deianeira
8.	Female Radio	Deianeira

COMMUNITY MEDIA		
9.	Hipwee	Fitri
10.	Transtv_corp	Fitri
11.	MUDANews.com	Fitri

TV		
12.	Trans 7	Fitri
13.	SCTV	Fitri
14.	RTV	Fitri

PRINT MEDIA		
15.	LSPR News	Deianeira
16.	JAWA POS	Deianeira
17.	MEDIA INDONESIA	Deianeira

Total Media 17

c) LIST MEDIA FOR “SEED” CSR

ONLINE MEDIA NEWS		
No.	Name of Media	PIC
1.	Kompas.com	Desy
2.	Suara.com	Desy
3.	SINDOnews	Desy
4.	Viva.co.id	Desy
5.	SWA Online	Desy
RADIO		
6.	Jak FM	Deianeira
7.	Delta FM	Deianeira
8.	Oz Radio	Deianeira
9.	Gen FM	Deianeira
10.	PAS FM Jakarta	Deianeira
11.	Trax FM	Deianeira
COMMUNITY MEDIA		
12.	Ruang Mahasiswa	Fitri
13.	Binus TV	Fitri
14.	Haievent.com	Fitri
TV		
15.	iNews	Fitri
16.	NET TV	Fitri
PRINT MEDIA		
17.	KOMPAS	Deianeira
18.	POSKOTA NEWS	Deianeira
19.	Koran Tempo	Deianeira
20.	Majalah SINDO	Deianeira
21.	KORAN JAKARTA	
Total Media		21

d) LIST MEDIA FOR “SME FORUM WEBINAR SERIES”

ONLINE MEDIA NEWS		
No.	Name of Media	PIC
1.	Mediastartup.id	Desy
2.	Entrepreneuridn.com	Desy
3.	Bisnis.com	Desy
4.	Tech in Asia Indonesia	Desy
5.	CNBC Indonesia	Desy
RADIO		
6.	Trax FM	Deianeira
7.	Mustang FM	Deianeira
8.	Cosmopolitan FM	Deianeira
9.	Virgin FM	Deianeira
10.	Bahana FM	Deianeira
11.	Brava Radio	Deianeira
COMMUNITY MEDIA		
12.	Jakarta Event	Fitri
13.	Event Banget	Fitri
14.	Event Hunter Indonesia	Fitri
15.	Digionation.id	Fitri
16.	Media Event	Fitri
TV		
17.	MetroTV	Fitri
18.	CNBC TV	Fitri
PRINT MEDIA		
19.	Koran SINDO	Deianeira
20.	Majalah Tempo	Deianeira
21.	MARKETEERS	Deianeira
22.	KORAN JAKARTA	Deianeira
23.	Provoke	Deianeira
24.	ANTARA	Deianeira
Total Media		24

IV. MEDIA DIVISION [SOCIAL MEDIA]

a) CONTENT FEEDS FOR INSTAGRAM TEMPLATE

Video Recap Webinar	Poster Webinar	Video Recap Day 1 & Day 2
CSR activities Day 2	CSR activities Day 1	Poster CSR
Video With Prilly	Photo of Lunch With Prilly	Poster Lunch Prilly

b) DETAIL OF CONTENT FEEDS INSTAGRAM

Date Posting	Content Feed	Design Posting	Caption
6 January 2021	Posting poster lunch with Prilly		<p>Hello everyone! we're very excited to announce our special prize for the winner of our social media competition "Get ready with Shopee Stuffs" will get a chance to have dinner with Prilly Latuconsina at her restaurant! Prilly Latuconsina is one of successful LSPR Students. Prilly is an actress, host, singer and a businesswoman.</p> <p>We hope you're as excited as we are! For more information don't forget to follow our official account @shopeesticated and turn on the notifications!</p>

8 January 2021	Posting photo lunch with Prilly	 	<p>Hello everyone!</p> <p>We would like to congratulate the winners of our social media competition “Get ready with Shopee Stuffs” who got the chance to have dinner with Prilly Latuconsina at her restaurant!</p> <p>We hope you have a pleasant time with Prilly and have the opportunity to get to know more and share experiences with her!</p> <p>for more competition information don't forget to follow our official account @shopeesticated and turn on the notifications!</p>
9 January 2021	Posting video with Prilly		<p>Hello everyone!</p> <p>Congratulations again to all winners of our social media competition “Get ready with Shopee Stuffs” who got the chance to have dinner with Prilly Latuconsina at her restaurant!</p> <p>We hope you have a pleasant time with Prilly!</p> <p>for more competition information don't forget to follow our official account @shopeesticated and turn on the notifications!</p>

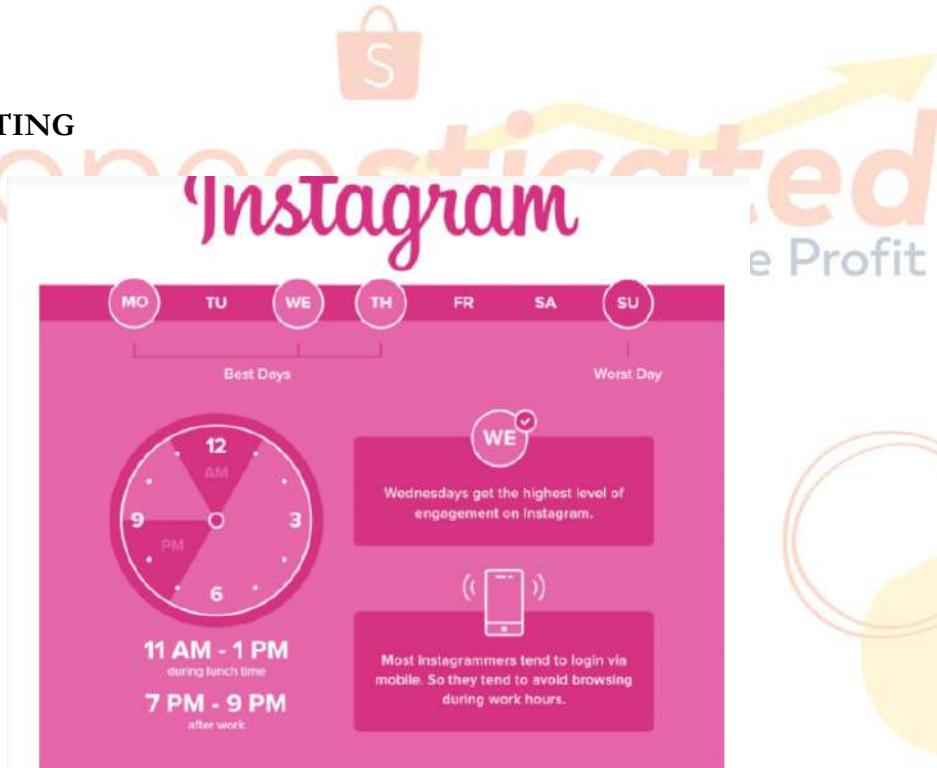
4 Februari 2021	Posting poster CSR		<p>“SEED”</p> <p>Shopeesticated Empower Entrepreneurs with Diffability</p> <p>We support diffability through handcraft and online business ethics!</p> <p>#shopeesticated for more competition information don't forget to follow our official account @shopeesticated and turn on the notifications!</p>
6 February 2021	Posting photo CSR day 1		<p>Hai Shopeesticated!!</p> <p>here is our activity for day 1, we made crunchie taught by Ms Nadita</p> <p>We have so much fun while making the handcraft!</p> <p>#shopeesticated for more competition information don't forget to follow our official account @shopeesticated and turn on the notifications!</p>

6 February 2021	Video recap of CSR day 1 activities		<p>Thank you so much for the time!</p> <p>Every single person in this video is so talented!</p> <p>Enjoy our highlight on day 1!!</p> <p>#Shopeesticated for more competition information don't forget to follow our official account @shopeesticated and turn on the notifications!</p>
7 February 2021	Post photos of CSR day 2 activities		<p>Hi everyone! Thank you for joining our seed CSR program by shopeesticated!</p> <p>Let's take a look at our photo during the day 2!</p> <p>#Shopeesticated for more competition information don't forget to follow our official account @shopeesticated and turn on the notifications!</p>

7 February 2021	Video recap of CSR day 2 activities	<p>Who's ready to see the fun and joy during the seed CSR program day 2??</p> <p>Let's look at more at the video! Enjoy watching!</p> <p>for more competition information don't forget to follow our official account @shopeesticated and turn on the notifications!</p>
7 March 2021	Posting poster webinar	<p>A great time for you to learn more with shopeesticated 2020!</p> <p>We would like to announce about our webinar named " SME FORUM WEBINAR SERIES" LIVE AT ZOOM. get more experience and knowledge with shopeesticated!</p> <p>We want to share progress and tips on how to run a small business. Let's join our webinar because our speaker is a professionalist</p> <p>for more competition information don't forget to follow our official account @shopeesticated and turn on the notifications!</p>

10 March 2021	Posting video recap webinar		<p>Thank you for joining our webinar! We all have a great time doing the webinar!</p> <p>See you at the next event!</p> <p>But before we say goodbye, let's watch the video of our webinar!</p> <p>for more competition information don't forget to follow our official account @shopeesticated and turn on the notifications!</p>
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c) TIME POSTING



From the information above we're going to post on 11 am every day. But in someday we're going to post 2 posts for a day. So we all decide if we're going to post 2 photos on a day, we choose 11 am and 7 pm.

V. FINANCE DIVISION

a) BUDGET FOR CAMPAIGN

POST EVENT (CAMPAIGN)					
NO.	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE
SPEECH SPEAKERS					
1	Okky Alparessi	MC		Rp. 1.000.000	Rp. 1.000.000
GUEST STAR					
2	Prilly Latuconsina	Speakers & Lunch With The Winner		Rp. 5.000.000	Rp. 5.000.000
3	Angkie Yudistia	Speakers & Trainer		Rp. 1.500.000	Rp. 1.500.000
4	Nadita Nur Rizkika	Trainer		Rp. 1.000.000	Rp. 1.000.000
5	LSPR Band	3-4 Songs		Rp. 80.000	Rp. 240.000
PROMOTION					
6	Zahra Salsabila	Upload Instagram	12 post	Rp. 100.000	Rp. 1.200.000
7	Sarah Sabilla	Upload Instagram	12 post	Rp. 200.000	Rp. 2.400.000
8	Prilly Latuconsina	Upload Instagram	12 post	Rp. 350.000	Rp. 4.200.000
9	Zulfa Maharani	Upload Instagram	12 post	Rp. 200.000	Rp. 2.400.000
10	Muhammad Riza Irsyadillah	Upload Instagram	12 post	Rp. 200.000	Rp. 2.400.000
SEED PROGRAM					
11	Blacu Fabric	For the "Stitching" Technique Workshop and Making Scrunchies	64 pcs	Rp. 7.750/150cm	Rp. 496.000
12	Pemidangan		64 pcs	Rp. 12.800/25cm	Rp. 819.200
13	Sulam Needle		64pcs	Rp. 2.000/pax	Rp. 128.000
14	Yarn Scissors		64 pcs	Rp. 2.400/pax	Rp. 153.600
15	CSR Program	Giving Donation for Yayasan Wisma Cheshire		Rp. 10.000.000	Rp. 10.000.000
PRINTED MATERIALS					
16	Que Card	Size A4, Art Paper for MC	2 pcs	Rp. 2.000/pcs	Rp. 4.000
17	X - Banner	Flexi China 340 Size 60 x 160	1 set	Rp. 55.000/pcs	Rp. 55.000
18	Brochure	Size A4 (lipat 3)	64 pcs	Rp. 2.000/pcs	Rp. 128.000
19	Flyer	Size A4	64 pcs	Rp. 2.000/pcs	Rp. 128.000
VIDEO COMPETITION					
20	Tote Bag LSPR	Five Winners	5 pcs	Rp. 10.000/pcs	Rp. 50.000
21	Notebook	Five Winners	5 pcs	Rp. 25.000/pax	Rp. 125.000
22	Pen	Five Winners	5 pcs	Rp. 4.000/pcs	Rp. 20.000
23	Key Chain	Five Winners	5 pcs	Rp. 14.900/pcs	Rp. 74.500
24	Certificate	Five Winners	5 pcs	Rp. 2.500/pcs	Rp. 12.500
25	Certificate Frame	Five Winners	5 pcs	Rp. 22.500/pcs	Rp. 112.500
26	Jansport Backpack	Best of The Best	1 pcs	Rp. 329.450/pcs	Rp. 329.450
27	Samsung Galaxy M11	Best of The Best	1 pcs	Rp. 2.099.000/pcs	Rp. 2.099.000
28	Cash Money	Best of The Best		Rp. 500.000/pcs	Rp. 500.000
LUNCH WITH PRILLY LATUCNSINA					
29	Nona Judes	Chicken Package	43 Pax	Rp. 41.500/pax	Rp. 1.784.500
FOOD & BEVERAGE SEED CSR DAY I					
30	Fumida Catering	Hainanese Rice Package	105 pax	Rp. 30.000/pax	Rp. 3.150.000
FOOD & BEVERAGE SEED SEED CSR DAY II					
31	Kulina	Butter Rice Chicken Teriyaki Package	105 pax	Rp. 25.000/pax	Rp. 2.625.000
FOOD & BEVERAGE SME FORUM WEBINAR SERIES					
32	Tiga Dara Catering	First Class Package 4	8 pax	Rp. 30.000/pax	Rp. 240.000
33	Tiga Dara Catering	Economy Class Package 1	35 pax	Rp. 20.000/pax	Rp. 700.000
MEDIA PARTNER					
34	Kompas.com	Online Media News (Pre, Main, Post)		Rp. 1.500.000	Rp. 4.500.000
35	Prambors FM	Radio (Pre, Main, Post)		Rp. 1.500.000	Rp. 4.500.000
36	Trans 7	TV (Pre, Main, Post)		Rp. 1.500.000	Rp. 4.500.000
37	NET TV	TV (Pre, Main, Post)		Rp. 1.500.000	Rp. 4.500.000
38	Poskota News	Print Media (Pre, Main, Post)		Rp. 1.500.000	Rp. 4.500.000
TOTAL BUDGET CAMPAIGN					Rp. 67.574.250

b) BUDGET FOR CONSTRUCTION

POST EVENT (BUDGET CONSTRUCTION)						
NO	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE	
TECHNICAL DETAILS POST-EVENT						
1	Sofa	The winners are invited to sit while waiting for the shuttle bus that will pick them up to Nona Judes restaurant.	1	-	-	-
2	Microphone	By SPRO&AKUSEWA	1 set	Rp. 4.500.000/set	Rp	4.500.000
	Screen					
	Headphone					
3	Camera	For photo sessions during the event (Available from campus LSPR Jakarta)	1 set	-	-	-
4	LSPR Shuttle Bus	Available in campus LSPR Jakarta	-	-	-	-
"SEED" CSR DAY 1						
5	Microphone	Vendor by SPRO & AKUSEWA	1 set	Rp. 3.500.000/set	Rp	3.500.000
6	Sounds System					
"SEED" CSR DAY 2						
7	Microphone	Vendor by SPRO & AKUSEWA	1 set	Rp. 3.500.000/set	Rp	3.500.000
8	Sounds System					
SME FORUM WEBINAR SERIES						
9	Zoom Pro	Platform Webinar Series	100 participants	Rp. 235.000	Rp.	235.000
10	LSPR TV Camera	Available at Campus LSPR	-	-	-	-
11	Microphone					
12	Tripod					
13	Camera					
14	Laptop					
15	Sofa	Available at campus LSPR	-	-	-	-
16	Band Equipment	Available at campus LSPR	-	-	-	-
TOTAL BUDGET CONSTRUCTION						Rp. 11.735.000
TOTAL BUDGET POST EVENT						Rp79.309.250

c) DETAIL BUDGET

- Detail Budget Campaign

DETAIL BUDGET CAMPAIGN		
NO.	DETAIL	TOTAL PRICE
1	Pre-Event Campaign	Rp 42.344.000
2	Main-Event Campaign	Rp 95.598.800
3	Post-Event Campaign	Rp 67.574.250
TOTAL		Rp 205.517.050

- Detail Budget Construction

DETAIL BUDGET CONSTRUCTION		
NO.	DETAIL	TOTAL PRICE
1	Pre-Event Construction	Rp 3.000.000
2	Main-Event Construction	Rp 26.455.000
3	Post-Event Construction	Rp 11.735.000
TOTAL		Rp 41.190.000

d) GRAND TOTAL BUDGET

GRAND TOTAL BUDGET CAMPAIGN AND CONSTRUCTION		
NO.	DETAIL	TOTAL PRICE
1	Total Budget Campaign	Rp 205.517.050
2	Total Budget Construction	Rp 41.190.000
GRAND TOTAL		Rp 246.707.050

VI. DESIGN DIVISION

A. SOCIAL MEDIA MATERIAL

- Activity Agenda



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- Twibbon



B. NEW YEAR LUNCH WITH PRILLY LATUCONSINA AT NONA JUDES

- Poster Instagram



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- X-Banner



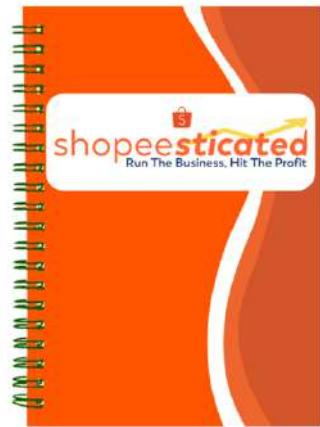
- E-Certificate Video Competition



- Winning tote bag



Tote bag



Book



Pen

shope
Run



Sticker

C. SEED CSR PROGRAM

- Logo CSR Program



Philosophy:

“SEED” stands for Shopeesticated Empower the Entrepreneurs with Diffability. On the “D” there is an illustration of seeds and that can interpret “SEED” CSR Program can create “SEED” of business for Diffable.



- Banner LCD



- X-Banner



- Flyer (Front Cover)



- Flyer (Back Cover)

LS
PR Communication &
Business Institute

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BAHAN - BAHAN & CARA PEMBUATAN *Hand Craft*

Siapkan bahan-bahannya yaitu:

- Kain blacu
- Pemidangan
- Benang sulam
- Jarum sulam
- Gunting benang

Pertama, buatlah pola gambar di kain blacu sesuai yang ingin kita buat

Kedua, pasangkan kain blacu ke pemidangan, fungsi pemidangan ini untuk menjepit kain agar tetap kencang saat menyulam

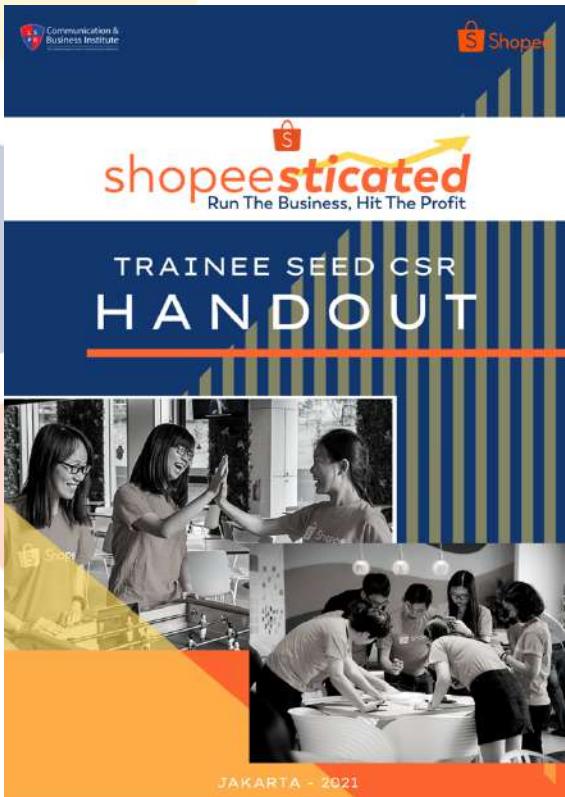
Ketiga, memasukan benang kedalam jarum, jarum yang digunakan haruslah jarum khusus menyulam

Mulailah menyulam dengan beberapa teknik, salah satunya adalah teknik tusuk

dan sulamlah mengikuti pola yang sudah digambar

@Shopee
@spjakarta
@shopeesticated

- Handout



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TRAINER'S PROFILE

Kami menghadirkan trainer yang kompeten dalam bidangnya untuk melatih para UMKM yang tergabung pada pelatihan ini. Berikut profil singkat para trainer

ANGKIE YUDISTIA

Angkie Yudistia, adalah seorang wanita yang penyandang cacat tetapi dikenal oleh publik sebagai wanita muda yang menginspirasi. Angkie Yudistia juga dikenal sebagai staf khusus untuk Presiden Republik Indonesia, Joko Widodo. Yang juga merupakan alumni dari LSPR Communication and Business Institute. Angkie Yudistia memiliki banyak prestasi seperti terpilih sebagai salah satu finalis dari Abang None di Jakarta Barat, dianugerahi sebagai The Most Fearless Female Cosmopolitan 2008, membuat tiga buku yang sangat inspirasional, dan mendirikan sebuah organisasi bernama Thisable Enterprises.

NADITA NUR RIZKIKA

Nadita Nur Rizkika adalah mahasiswa Public Relations di LSPR Communication and Business Institute Angkatan 21. Ms. Nadita adalah bagian dari Ms. LSPR, pada 2019-2020. Ms. Nadita memiliki semangat kreatif yang tinggi dalam membuat kerajinan tangan sehingga kami ingin mengundang Ms. Nadita ke perusahaan dengan Program SEED.

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WHAT IS SEED CSR ?

Program SEED itu sendiri adalah kegiatan sosial dalam bentuk Tanggung Jawab Perusahaan (CSR) di mana kami ingin mendidik dan memberikan amal kepada Peyandang Cacat (PWD).

OBJECTIVE

Tujuan dari kampanye ini adalah untuk memberi orang-orang penyandang cacat untuk memiliki keterampilan bisnis online yang kreatif.

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DETAILS OF EVENT

ACARA SEED CSR AKAN DIADAKAN 2 HARI :

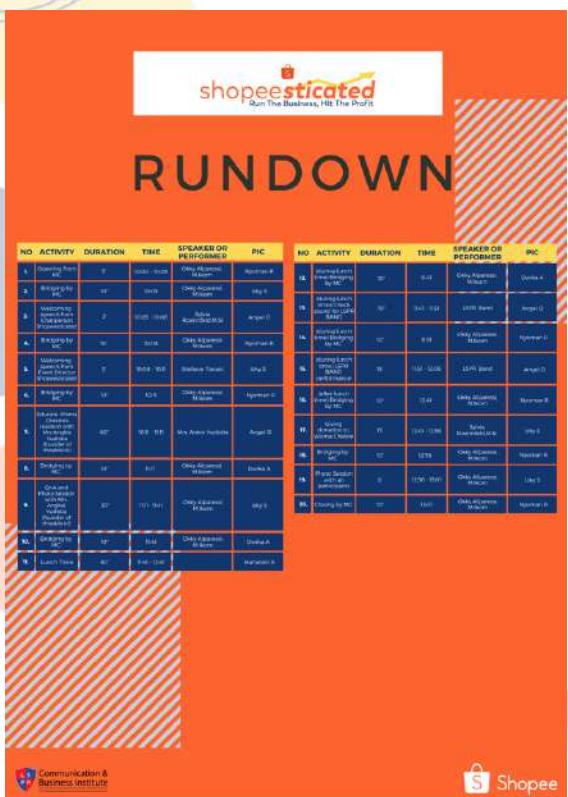
DAY 1: HANDICRAFT

Dalam sesi ini akan dijelaskan cara membuat pengerajinan tangan. Trainer yang akan melakukan disini adalah Nadita Nur Rizkika

DAY 2: CREATIVE ONLINE ENTREPRENEUR

Dalam sesi ini akan dijelaskan lebih dalam mengenai berbisnis dengan sukses dan memberikan motivasi. Trainer dalam sesi ini adalah Angkie Yudista.

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D. SME FORUM WEBINAR SERIES

- Poster Instagram



- Cue Card



MATERI

- Power Point Design



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siness, Hit The Profit

VII. PUBLICATION DIVISION

a) CONTENT FEEDS INSTAGRAM

No.	Name	Post Concept
1	Poster CSR	<p>Logo LSPR Logo Shopee Logo Shopeesticated Logo LSPR</p> <p>SEED CSR PROGRAM</p>  <p>logo shopeesticated logo Yayasan Wisma Cheshire</p> <p>Sabtu 6 Februari 2021- Minggu 7 Februari 2020</p> <p>Jl. Wijaya Kusuma No.15, RT.5/RW.9, Cilandak Bar., Kec. Cilandak, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12430</p> <p> @Shopee @shpjakarta @shopeesteeers</p>
2	Posting photo lunch with Prilly	
3	Posting video recap lunch with Prilly	<p>Logo LSPR Logo Shopee Logo Shopeesticated anniversary Ispr</p>  <p>FOTO/VIDEO</p>

4	Lunch with Prilly Poster	
5	Post photos CSR activities day 1	
6	Video recap CSR activities day 1	
7	Post photos CSR activities day 2	
8	Video recap of CSR activities day 2	
		<p style="text-align: center;">FOTO/VIDEO</p>

9	Poster Webinar	
10	Posting video recap webinar	

b) CONTENT CAPTION INSTAGRAM

No	Name	Concept Caption
1	Post poster lunch with Prilly	<ul style="list-style-type: none"> • Opening: Greetings to followers Shopeesticated and persuade to follow @Shopeesticated • Body: tell about the event. Enter the date, place and time of the training itself, make persuasive words, and make quotes • Closed: contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
2	Posting photo lunch with Prilly	<ul style="list-style-type: none"> • Opening: Greetings to followers Shopeesticated and persuade to follow @Shopeesticated • Body: Tell about the event lunch with Prilly • Closed: contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
3	Posting video recap lunch with Prilly	<ul style="list-style-type: none"> • Opening: Greetings to followers Shopeesticated and persuade to follow @Shopeesticated • Body: Tell about the event lunch with Prilly • Closed: contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
4	Poster CSR	<ul style="list-style-type: none"> • Opening: Greetings to followers Shopeesticated • Body: tell about the speaker. Enter the date, place and time of the training itself, make persuasive words, and make quotes • Closed: contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
5	Posting photo CSR day 1	<ul style="list-style-type: none"> • Opening: Greetings to followers Shopeesticated • Body: Tell about the event CSR day 1 • Closed: contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
6	Posting video recap CSR day 1	<ul style="list-style-type: none"> • Opening: Greetings to followers Shopeesticated • Body: Tell about the event CSR day 1 • Closed: contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
7	Posting photo CSR day 2	<ul style="list-style-type: none"> • Opening: Greetings to followers Shopeesticated • Body: Tell about the event CSR day 2 • Closed: contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
8	Posting video recap CSR day 2	<ul style="list-style-type: none"> • Opening: Greetings to followers Shopeesticated • Body: Tell about the event CSR day 2 • Closed: contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #

9	Poster Webinar	<ul style="list-style-type: none"> • Opening: Greetings to followers Shopeesticated • Body: tell about the speaker. Enter the date, place and time of the training itself, make persuasive words, and make quotes • Closed: contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #
10	Posting video recap webinar	<ul style="list-style-type: none"> • Opening: Greetings to followers Shopeesticated • Body: Tell about the event Webinar • Closed: contact Tag @Shopee @Lsprjakarta @shopeesticated and hashtag #



c) CONTENT FOR PUBLICATION

No	Name	Concept
1	Backdrop lunch with Prilly	
2	X-Banner lunch with Prilly	

3	Backdrop SEED CSR	
4	X-Banner SEED CSR	

5

Flyer SEED CSR

LOGO LSPR LOGO SHOPEE LOGO SHOPEESTICATED LOGO LSPR

SEED CSR PROGRAM

DAY 1

MAKING HAND CRAFT

Sabtu 6 Februari 2021
10.00 - 12.46

Foto nadita



@shopee
@lsprjakarta
@shopecicated



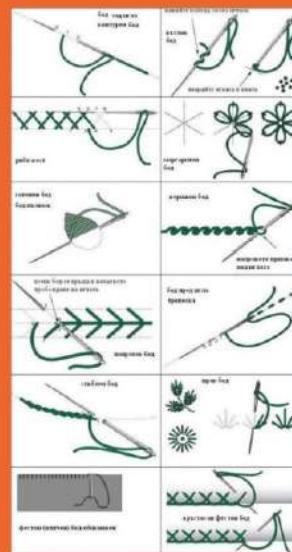
Jl. Wijaya Kusuma No.15, RT.5/RW.9,
Cilandak Bar., Kec. Cilandak, Kota
Jakarta Selatan, Daerah Khusus
Ibu kota Jakarta 12430

LOGO LSPR LOGO SHOPEE LOGO SHOPEESTICATED LOGO LSPR

Bahan - bahan

&

Cara pembuatan Hand Craft



Siapkan bahan-bahannya yaitu :

- kain blacu
- pemidangan (itu yang lingkaran)
- benang sulam
- jarum sulam
- gunting benang

pertama, buatlah pola gambar di kain blacu sesuai yanh ingin kita buat.

kedua, pasangkan kain blacu ke pemidangan, fungsi pemidangan ini untuk menjepit kain agar tetap kencang saat menyulam.

ketiga memasukan benang kedalam jarum, jarum yang digunakan haruslah jarum khusus menyulam,

Mulaialah menyulam dengan beberapa teknik, salah satunya adalah teknik tusuk

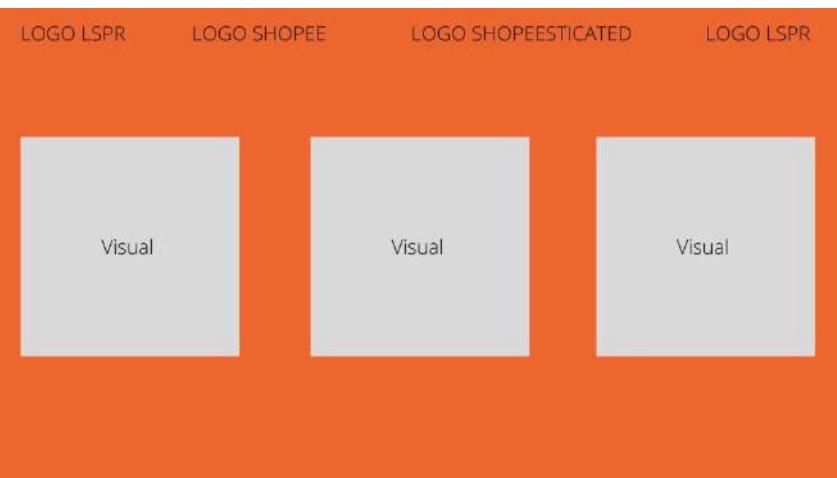
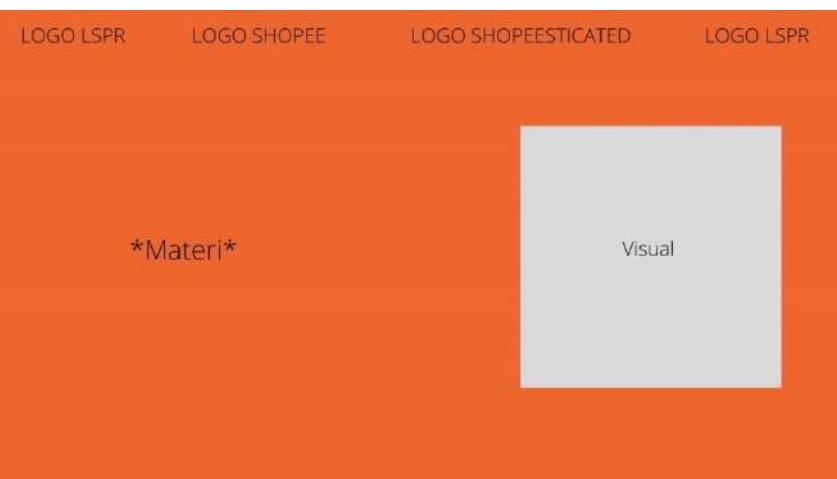
dan sulamlah mengikuti pola yang sudah digambar.



@shopee
@lsprjakarta
@shopecicated

6

Design PPT SEED CSR



7 Que Card

LOGO LSPR LOGO SHOPEE LOGO SHOPEESTICATED LOGO LSPR

LOGO SHOPEESTICATED

Thank you

Logo LSPR Logo Shopee Logo Shopeesticated Logo LSPR

LOGO
SHOPEESTICATED

@lsprikarta

@shopeesticated

@shopee

MATERI

Nama mc

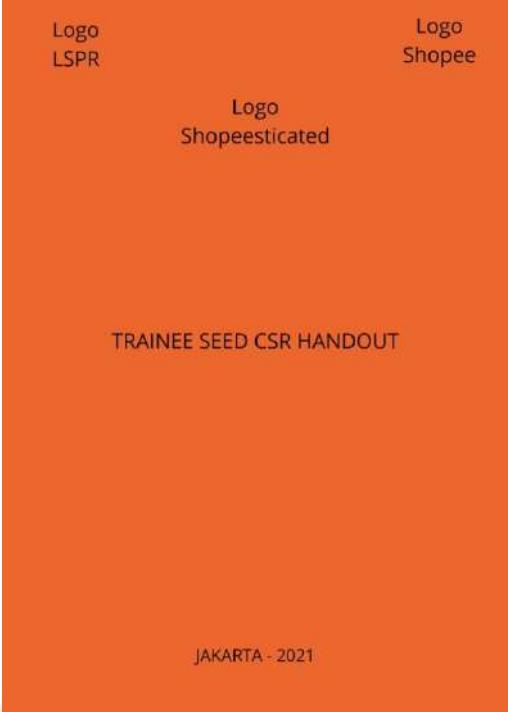
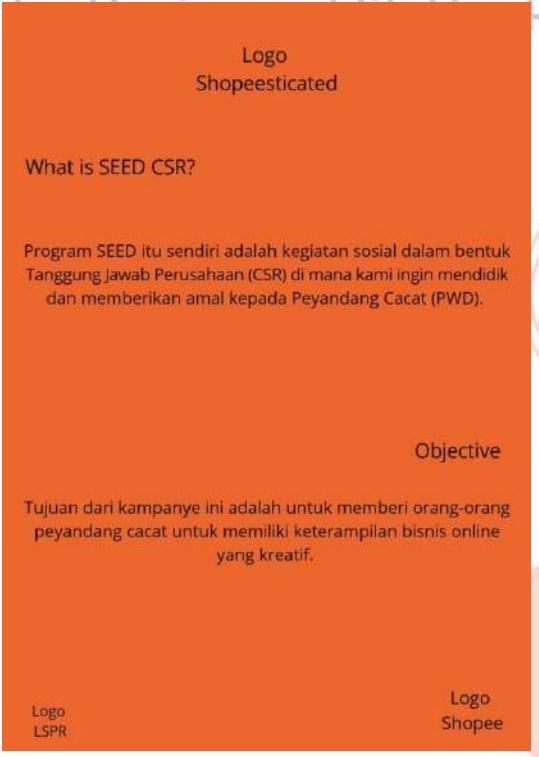
8

e- certificate



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d) HANDOUT CONCEPT

No.	Page	Concept
1	Cover	 <p>Logo LSPR</p> <p>Logo Shopee</p> <p>Logo Shopeesticated</p> <p>TRAINEE SEED CSR HANDOUT</p> <p>JAKARTA - 2021</p>
2	Body	 <p>Logo Shopeesticated</p> <p>What is SEED CSR?</p> <p>Program SEED itu sendiri adalah kegiatan sosial dalam bentuk Tanggung Jawab Perusahaan (CSR) di mana kami ingin mendidik dan memberikan amal kepada Peyandang Cacat (PWD).</p> <p>Objective</p> <p>Tujuan dari kampanye ini adalah untuk memberi orang-orang peyandang cacat untuk memiliki keterampilan bisnis online yang kreatif.</p> <p>Logo LSPR</p> <p>Logo Shopee</p>

3 Body

Logo
Shopeesticated

TRAINER'S PROFILE

Kami menghadirkan trainer yang kompeten dalam bidangnya untuk melatih para penyandang cacat yang tergabung pada pelatihan ini. Berikut profil singkat para trainer:

Angkie Yudistia

Foto

Angkie Yudistia, adalah seorang wanita penyandang cacat tetapi dikenal oleh publik sebagai wanita muda yang menginspirasi. Angkie Yudistia juga dikenal sebagai staf khusus untuk Presiden Republik Indonesia, Joko Widodo. Yang juga merupakan alumni dari LSPR Communication and Business Institute. Angkie Yudistia memiliki banyak prestasi seperti terpilih sebagai salah satu finalis dari Abang Nona di Jakarta Barat, dianugerahi sebagai The Most Fearless Female Cosmopolitan 2008, membuat tiga buku yang sangat inspirasional, dan mendirikan sebuah organisasi bernama Thisable Enterprises.

Nadita Nur Rizkika

Foto

Nadita Nur Rizkika adalah mahasiswa Public Relations di LSPR Communication and Business Institute Angkatan 21. Ms. Nadita adalah bagian dari Ms. LSPR pada 2019-2020. Nn. Nadita memiliki semangat kreatif yang tinggi dalam membuat kerajinan tangan sehingga kami ingin mengundang Nn. Nadita ke perusahaan dengan Program SEED.

Logo
LSPR

Logo
Shopee

4 Body

Logo
Shopeesticated

DETAILS OF THE EVENT

Acara SEED CSR akan diadakan 2 hari:

DAY 1 : HANDICRAFT

Dalam sesi ini akan dijelaskan cara membuat pengrajin tangan. Trainer yang akan melakukan disini adalah Nadita Nur Rizkika

DAY 2 : CREATIVE ONLINE ENTREPRENEUR

Dalam sesi ini akan dijelaskan lebih dalam mengenai berbisnis dengan sukses dan memberikan motivasi. Trainer dalam sesi ini adalah Angkie Yudista.

Logo
LSPR

Logo
Shopee

5

Body

Logo
Shopeesticated

RUNDOWN

No.	Description	Duration	Speaker or Performer	PF
1.	Opening from MC	1' - 14.00-14.01s	Norman R	
2.	Bridging by MC	10'' - 14.01-14.11s	Ibby S	
3.	Witnssing speech from CheaperTalk	2' - 14.00-16.00s	Angell O	
4.	Bridging by MC	10'' - 16.00-16.10s	Norman R	
5.	Witnessing speech from Price Doctor	2' - 14.00-16.10s	Angell O	
6.	Bridging by MC	10'' - 16.10-16.20s	Norman R	
7.	Witnessing speech from Dr. Shopee's mother with the new babies	10'' - 16.10-16.20s	Angell O	
8.	Bridging by MC	10'' - 16.20-16.30s	Norman R	
9.	QnA and Photo Session with Dr. Shopee and Guests	10'' - 16.20-16.30s	Ibby S	
10.	Witnssing speech from Dr. Shopee	10'' - 16.20-16.30s	Drake A	
11.	Take a bow	10'' - 16.40-16.50s	Norman R	
12.	Photo booth (MC)	10'' - 16.40-16.50s	Drake A	
13.	Closing speech (MC)	10'' - 16.40-16.50s	Angell O	
14.	Closing speech (MC)	10'' - 16.40-16.50s	Norman R	
15.	Bridging by MC	10'' - 16.50-16.60s	Angell O	
16.	Closing speech (MC)	10'' - 16.50-16.60s	Norman R	
17.	Photo Session with all participants	2' - 16.50-17.00s	Ibby S	
18.	Closing by MC	10'' - 17.00-17.10s	Norman R	
19.	Photo Session with all participants	2' - 17.00-17.50s	Ibby S	
20.	Closing by MC	10'' - 17.50-17.60s	Norman R	
21.	Bridging by MC	10'' - 17.60-17.70s	Angell O	
22.	Witnssing speech from CheaperTalk	2' - 17.60-18.00s	Angell O	
23.	Witnssing speech from Dr. Shopee	2' - 17.60-18.00s	Norman R	
24.	Bridging by MC	10'' - 18.00-18.10s	Norman R	
25.	Photo Session with all participants	2' - 18.00-18.50s	Ibby S	
26.	Bridging by MC	10'' - 18.50-18.60s	Norman R	
27.	Photo Session with all participants	2' - 18.50-19.00s	Angell O	
28.	Bridging by MC	10'' - 19.00-19.10s	Drake A	
29.	QnA and Photo Session with Dr. Shopee and Guests	10'' - 19.00-19.10s	Ibby S	
30.	Bridging by MC	10'' - 19.10-19.20s	Drake A	
31.	Photo Session with all participants	2' - 19.10-19.50s	Angell O	
32.	Closing by MC	10'' - 19.50-19.60s	Drake A	
33.	Photo Session with all participants	2' - 19.50-20.00s	Ibby S	
34.	Closing by MC	10'' - 19.60-19.70s	Norman R	
35.	Photo Session with all participants	2' - 19.60-20.00s	Angell O	
36.	Closing by MC	10'' - 19.70-19.80s	Norman R	
37.	Photo Session with all participants	2' - 19.70-20.00s	Ibby S	
38.	Closing by MC	10'' - 19.80-19.90s	Norman R	
39.	Photo Session with all participants	2' - 19.80-20.00s	Angell O	
40.	Closing by MC	10'' - 19.90-20.00s	Norman R	

Logo
LSPR

Logo
Shopee

6

Closing

Logo
Shopeesticated

Run Profit

@Shopeesticated

Logo
LSPR

Logo
Shopee

e) MATERI PUBLICATION

A. FEATURE ARTICLE

Shopeesticated kali ini kembali lagi dengan beberapa program salah satunya adalah New Year Lunch with Prilly, CSR SEED dan Webinar Series. Ingin tau programnya apa ajaa, yuk pantengin terus!

B. NEW YEAR LUNCH WITH PRILLY LATUCONSINA

Pada kebayang engga sih gimana rasanya Lunch bareng sama pemilik dari Nona Judes yaitu Prilly Latuconsina. Acara yang akan diadakan sebagai salah satu hadiah untuk kompetisi video #GetReadyWithShopeeStuffs dan juga perayaan Tahun Baru 2021. Akan ada lima pemenang yang akan menjadi peserta di acara ini. Akan ada banyak kegiatan di sana seperti bermain game, QnA, dll. Acara ini diadakan pada Sabtu 8 Januari 2021 dari jam 10.00 hingga selesai di restoran Nona Judes. Lalu ada dresscodenya nih yaitu Smart Casual dalam warna orange atau navy. Untuk para pemenang jangan sampai engga dateng yaa!

C. “SEED” CSR PROGRAM

Shopeesticated mengadakan program CSR yang bernama Shopeesticated Empower Entrepreneur with Diffability (SEED). Dimana kami memberikan keterampilan bisnis online kreatif kepada orang - orang yang difabilitas. CSR ini dalam bentuk pelatihan kepada 64 trainee di Wisma Cheshire. Pelatihan ini akan di pandu dengan mahasiswi LSPR yaitu Ms. Nadita Nur Rizkika untuk membuat kerajinan tangan dan perusahaan dengan thisable.id Mrs. Angkie Yudistia bahwa Penyandang Cacat (PWD) dapat sukses juga di masa depan, dan yang terakhir kami ingin memberikan sumbangan kepada mereka. Pelatihan ini akan ada hiburannya juga yaitu dari LSPR band. Program ini diadakan pada hari Sabtu 6 Februari 2021 - 7 Februari 2020 dari jam 10.00 hingga 12.46.

D. SME FORUM WEBINAR SERIES: SHARING ABOUT PROGRESS AND TIPS ON HOW TO RUN THE SMALL BUSINESS

Kali ini ada Online sharing session via aplikasi ZOOM mengundang kembali pembicara dari LSPR yang juga mengisi di Training Session pada puncak acara Shopeesticated 2020 dan peserta pelatihan partisipatif. Di Webinar ini akan membahas kemajuan UKM yang telah menghadiri pelatihan dan evaluasi shopee, kiat menstabilkan bisnis dan membuka peluang besar untuk bisnis kecil.

Buat kalian yang udah ikut seluruh rangkaian acara Shopeesticated mulai dari pre, utama dan posting kalian akan mendapatkan sertifikat. Khususnya bagi peserta yang ikut serta dalam rangkaian acara final di acara pos, webinar, akan menerima sertifikat elektronik yang secara resmi lulus dari pelatihan yang ditunjuk. Peserta yang sebelumnya telah berpartisipasi dalam acara Shopeesticated akan diundang kembali melalui email otomatis sebagai pengingat untuk ikut serta dalam sesi berbagi webiness secara gratis. Webinar di adakan pada hari Sabtu 10 Maret 2021 dari jam 13-15.30 Via ZOOM Meeting. Di catat ya guys! Run the Business Hit the Profit.

Nah serangkai acara diatas merupakan suatu penutupan dari acara Shopeesticated. Untuk mengenai info lebih lanjut kalian bisa cek Instagram kita @shopeesticated. Shopeesticated, Run the Business, Hit the Profit!

VIII. SPONSORSHIP DIVISION

A. DETAIL POSITION FOR SPONSOR TYPE:

All of this design is used on pre, main and post-event.

a) Platinum Type

- Logo of the company will be placed in all promotional materials, including poster, digital banner, welcome banner, committee t-shirt.
- The MC will mention the company or product name before and after the performance.

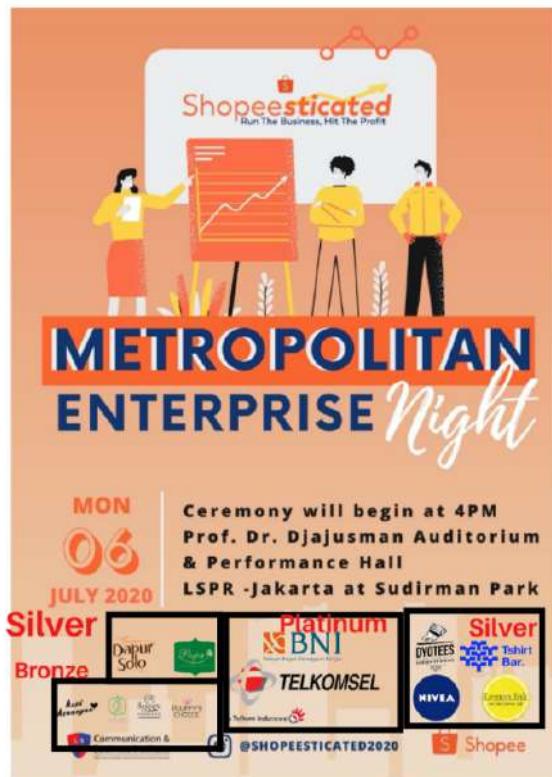
b) Silver Type

- Logo of the company will be placed in all promotional materials, including poster, digital banner, welcome banner, committee t-shirt.
- The MC will mention the company or product name before and after the performance.

c) Bronze Type

- Logo of the company will be placed in all promotional materials, including poster, digital banner, welcome banner, committee t-shirt.
- Note: Sponsorship type platinum the logo is in the middle and bigger than silver and bronze is the smaller size in the design

B. DESIGN POSITION FOR SPONSOR TYPE









IX. DOCUMENTATION DIVISION

PHOTO & VIDEO CONCEPT POST-EVENT

A. PHOTO CONCEPT

- Use effects for the photos before post it on social media
- The photo will stock more than 150 photos from each event
- **Photographic Technique:**
 - a) **Illustration of Lunch with Prilly Latuconsina**
 - Photo Session = Longshot – Medium Close up for the participant and Prilly to do the photo session.
 - Medium Close up for the participant and Prilly to eat their lunch together.
 - b) **Illustration of CSR with Wisma Cheshire**
 - The Training Session = Medium Close Up for the speaker and all the participant. Close up look to some of the participant that focus on their handmade.
 - Photo Session = Longshot – Medium Close up for the participant and the speaker for a photo session.
 - c) **Illustration of SME Forum Webinar Series**
 - Medium Close Up Shoot for speaker of Webinar.
 - Close up to Laptop which shows the Webinar session.
 - Screenshotting for Participant for Webinar.

B. STORY BOARD ILLUSTRATIONS

a) ILLUSTRATION LUNCH WITH PIRLLY LATUCOSINA



The second picture illustrated the participant having lunch with Prilly Latuconsina



These two pictures illustrated the menu of lunch with Prilly Latuconsina.



This picture is illustrated Prilly Latuconsina with the participants.

b) ILLUSTRATION OF CSR WITH WISMA CHESHIRE



This picture is illustrated the process when the speaker told the participant to do the handmade scrunchie



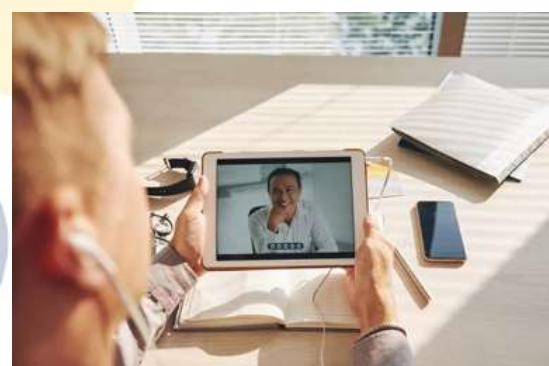
These photos illustrated the photo session with the participant in Wisma Cheshire.



These two pictures are illustrated how the final looks of scrunchie.



c) ILLUSTRATION OF SME FORUM WEBINAR SERIES



This picture is illustrated how the participant would see the webinar through their own device.



These two pictures illustrated how the webinar would look like. There would be a camera and there will be the speaker to guide the webinar.



This photo illustrated LSPR Band acoustic that perform on webinar.

C. VIDEO GRAPHIC TECHNIQUE:

a) ILLUSTRATION OF LUNCH WITH PRILLY LATUCOSINA AT NONA JUDES

- Documentary Type Shoot
- Text and filters overlay
- Music On
- Medium Longshot, Medium Close Up, Close Up

STORY BOARD ILLUSTRATION

	First of all, the video would start with the event's logos
	Next after the event's logo there will followed by shopee logo.
 	Then it would show Prilly Latuconsina holding the meal to show the viewers that participants having lunch with her on Nona Judes. Then it would show the meal that their having.



Next, it would show the participants and Prilly Latuconsina having a great time at lunch on Nona Judes.



Next, there will be the interior of Nona Judes that shows the viewers that the participants and Prilly Latuconsina already leave the restaurant and also could show them the great design inside.



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Lastly, there would be LSPR's logos at the end of the video that this event is not only Shopee but also LSPR.

b) ILLUSTRATION OF CSR WITH WISMA CHESHIRE

- Documentary Type Shoot
- Text and filters overlay
- Music On
- Medium Longshot, Medium Close Up, Close Up
- Source: <https://www.youtube.com/watch?v=r5cXjVWX-SQ>
- Source: <https://www.youtube.com/watch?v=qeOk3nGMB8k>

STORY BOARD ILLUSTRATION

	The video would show the Wisma Cheshire's logos
	followed by some interview with the participants about how they feel about this event.
	Next, the Video would show the viewers that they are saying about the activities that they do with CSR.

	<p>They would probably give a motivate to people that watch the video.</p>
	<p>There would be a photo session with the participants and the speaker, followed by their craft.</p>
	<p>After that, there would be the participants craft so the viewers could see what activities that they've been doing for CSR.</p>
	<p>Next, there would be event's logo. So, the audience would be remembering the last event.</p>



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Followed by Shopee and LSPR logo to show the viewers that it was presented by LSPR and Shopee.

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c) ILLUSTRATION OF SME FORUM WEBINAR SERIES

- Documentary Type Shoot
- Text and filters overlay
- Music On
- Medium Longshot, Medium Close Up, Close Up
- Source: <https://www.youtube.com/watch?v=-DMKcPoxTO8>

STORY BOARD ILLUSTRATION

	<p>First of all, the video would start with the event's logos</p>
	<p>The first picture illustrated the crew to do the webinar.</p>
	<p>The second picture is how the Webinar would look like with the green screen or could be nice background. There would lighting and computers to control the webinar.</p>



The first picture shows how the documentation team shoot the picture when the crew are busy preparing the webinar.



The next picture would show the participants to this webinar.



This picture is illustrated how LSPR Band would perform in webinar.



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For closing, it would be appeared LSPR and Shopee's logo to show everyone that this event is presented by LSPR that collaborate with Shopee.

X. LOGISTIC & EQUIPMENT and MULTIMEDIA DIVISION

TECHNICAL DETAILS POST EVENT					
NO.	ITEMS	DETAILS	QTY	PRICE	TOTAL PRICE
1.	Sofa	The Winners are invited to sit while waiting for the shuttle bus that will pick up them to Nona Judes	1	-	-
2.	Microphone	By SPRO&AKUSEWA	1 set	Rp. 4.500.000/set	Rp. 4.500.000
	Screen				
	headphone				
3.	Camera	For photo session on the event (Available from campus LSPR Jakarta)	1 set	-	-
4.	LSPR Shuttle Bus	Available in campus LSPR Jakarta	-	-	-
Budget & Equipment for "SEED" Program Day 1					
5.	Que Card	Size A4, Art Paper for MC	1 pcs	Rp. 2.000/pcs	Rp. 2.000
6.	Microphone	Vendor by SPRO & AKUSEWA	1 set	Rp. 3.500.000/set	Rp. 3.500.000
7.	Sound system				
8.	Kain Blacu	For Workshop Technique "Menyulam" and create Scrunchies	64 pcs	Rp 7.750/150 cm wide	Rp. 496.000
9.	Pemidangan		64 pcs	Rp. 12.800/25cm	Rp. 819.200
10.	Needles		64 pcs	Rp. 2.000/Pax	Rp. 128.000
11.	Scissor		64 pcs	Rp. 2.400/pcs	Rp. 153.600
Budget & Equipment for "SEED" Program Day 2					
12.	Que Card	Size A4, Art paper	1	Rp. 2.000/pcs	Rp. 2.000
13.	Microphone	Vendor by SPRO & AKUSEWA	1 set	Rp. 3.500.000/set	Rp. 3.500.000
14.	Sound System				
Printed Materials for CSR SEED Program					
15.	X - Banner	Flexi China 340 size 60 x 160	1 set	Rp. 55.000/pcs	Rp. 55.000
16.	Brochure	Size A4 (folding 3)	64 pcs	Rp. 2.000/pcs	Rp. 128.000
17.	Flyer	Size A4	64 pcs	Rp. 2.000/pcs	Rp. 128.000
Budget & Equipment for "SME FORUM WEBINAR SERIES"					
18.	LSPR TV CAMERA	Available at campus LSPR Jakarta	-	-	-
19.	Microphone				
20.	Tripod				

21.	Camera				
22.	Laptop				
23.	Sofa	Available at campus LSPR Jakarta	-	-	-
24.	Band Equipment	Available at campus LSPR Jakarta	-	-	-



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- **RUNDOWN OF GR LOADING LOGISTIC & EQUIPMENT**

GR RUNDOWN "LUNCH WITH PRILLY LATUCSONSINA AT NONA JUDES"			
DAY	TIME	ACTIVITY	PIC
Sunday, 08-01-2021	05:00 - 05:30	Install sofa for the winner to sit while waiting the shuttle bus	Anggie Anggraini Crismonica
Sunday, 08-01-2021	05:30 - 07:00	Setting and testing up, microphone, screen and headphone	Anggie Anggraini Crismonica
Sunday, 08-01-2021	07:00 - 07:30	Testing the camera that we will use	Anggie Anggraini Crismonica
Sunday, 08-01-2021	08:00 - 08:30	Preparing LSPR Shuttle bus	Anggie Anggraini Crismonica
Sunday, 08-01-2021	08:30 - 09:45	Prepare for catering	Anggie Anggraini Crismonica

GR RUNDOWN FOR "SEED PROGRAM DAY 1"			
DAY	TIME	ACTIVITY	PIC
Saturday, 06-02-2021	06:00 - 06:20	Checking the que card	Anggie Anggraini Crismonica
Saturday, 06-02-2021	06:20 - 07:00	Setting and testing the microphone and sound system	Anggie Anggraini Crismonica
Saturday, 06-02-2021	07:00 – 08:00	Checking up again about the material for workshop (Kain blacu, pemidangan, needles, and scissor)	Anggie Anggraini Crismonica
Saturday, 06-02-2021	08:00 - 08:30	Preparing for the catering	Anggie Anggraini Crismonica

GR RUNDOWN FOR "SEED PROGRAM DAY 2"			
DAY	TIME	ACTIVITY	PIC
Saturday, 07-02-2021	06:30 - 06:50	Prepare and check about the que card	Anggie A.C. & Fericsco N.
Saturday, 07-02-2021	06:50 - 08:00	Setting and testing the microphone and sound system	Anggie A.C. & Fericsco N.
Saturday, 07-02-2021	08:00 – 09:30	Prepare for the catering	Anggie A.C. & Fericsco N.

GR RUNDOWN FOR "SME FORUM WEBINAR SERIES"			
DAY	TIME	ACTIVITY	PIC
Saturday, 10-03-2021	07:00 - 08:00	Setting and testing the LSPR TV CAMERA	Anggie A.C. & Fericsco N.
Saturday, 10-03-2021	08:00 - 10:30	Setting and testing the microphone, tripod, camera, and laptop	Anggie A.C. & Fericsco N.
Saturday, 10-03-2021	10:30 – 11:00	Installing sofa	Anggie A.C. & Fericsco N.

XI. FnB DIVISION

A. LUNCH WITH PRILLY LATUCOSINA AT NONA JUDES

Detail: 5 winners + 1 MC + 1 Ms. Sylvia + Committee in class PR 21-4C (35 person)

Grand Total: 43 persons

Note for Price: By phone and based on price for orange pouch based on Menu in Zomato app

LUNCH WITH PRILLY LATUCOSINA AT NONA JUDES					
NO.	CATERING NAME	CONTACT PERSON	ADDRESS	MENU SELECTION	REASONING
1.	Nona Judes	021 – 2212 – 3529 / 0821 – 1170 - 9892	Jl. Aipda Ks Tubun Raya No. 81 A West Jakarta	Puas A Package: Rp. 41.500,-/ Pax -White rice -Crispy chicken -Indonesian chili sauce (Sambal nampol. kecombrang, gledek, matah)*choose one - Half cooked fried battered tempeh -Lalab or lalap (Indonesian raw vegetable salad) - Orange pouch	REASONING: Nona Judes is a restaurant owned by Prilly Latucosina, it's take only 15 minutes from LSPR Communication & Business Institute, has a good taste, cleanliness guaranteed, and provides a variety of menu.

B. "SEED" CSR

Detail:

Day 1 & Day 2:

Trainee (64 person) + MC (1 person) + Welcoming Speech (1 person) + Speaker (1 person)
+ LSPR Band (3 person) + Committee PR 21-4C (35 person)

Grand Total: 105 Person

- List Catering for Day 1

"SEED" CSR DAY 1					
NO.	CATERING NAME	CONTACT PERSON	ADDRESS	MENU SELECTION	REASONING
1.	Fumida Catering	021 – 29049130 / 0822 – 6010 - 6861	Jl. Guru No. 108 B, Lenteng Agung, Jagakarsa, South Jakarta	Hainanese Rice Package: Rp. 30.000,- / Pax. -Hainan rice -Boiled chicken broth -Sliced egg -Indonesian spiced crispy fried potatoes -Lalab or lalap (Indonesian raw vegetable salad) -Indonesian chili sauce -Mineral water -Spoon and Fork -Tissue -Banana / fruit slices	It only takes 7 minutes from Yayasan Wisma Cheshire, has a delicious taste, the price offered is very affordable, very concerned with the hygiene of the food served.

- List Catering for Day 2

"SEED" CSR DAY 2					
NO.	CATERING NAME	CONTACT PERSON	ADDRESS	MENU SELECTION	REASONING
1.	Kulina	0811 – 2657 - 575	Kulina building floor 3, Jl. Tulodong Atas No. 28, Senayan, Kebayoran Baru, South Jakarta	Butter Rice Chicken Teriyaki Package : Rp. 27.500,-/ Pax -Butter rice -Chicken teriyaki -Spring roll -Sauteed corn and green beans -Chili sauce -Mineral water	Has a variety of menu, the price offered is friendly in the pocket, has a delicious taste, very hygienic, high-quality raw materials used.

C. SME FORUM WEBINAR SERIES

Detail:

Moderator (1 person) + Speaker (3 person) + 4 Guest Star (Elvan + LSPR Band (3 person))
+ Committee in Class PR 21-4C (35 person)

Grand Total: 43 persons

Note for Location: LSPR TV Studio, LSPR Communication & Business Institute

SME FORUM WEBINAR SERIES					
NO.	CATERING NAME	CONTACT PERSON	ADDRESS	MENU SELECTION	REASONING
1.	Tiga Dara Catering	021 – 5020 – 3099 / 0815 – 1930 – 4119	Jl. Raya Kembangan Selatan Gg. Chober No. 13 RT 04/01 Kembangan, West Jakarta.	First Class Package 4 : Rp. 30.000,-/ Pax -White rice -Roast potatoes and green beans in spicy chili sauce -Fried chicken -Egg with chili sauce -Sweet and spicy fried beef with spicy fried coconut flakes -Crackers -Mineral water Economy Class Package 1 : Rp . 20.000,-/ Pax -White rice -Grilled chicken -lalap or lalab (Indonesian raw vegetable salad : lettuce and cucumber) -Indonesian chili paste (sambal) -Mineral water	The price offered is affordable, can do testers, catering that is often used for various events, has a good rate, has a nice flavour, hygienic.

D. BUDGETING CATERING FOR POST-EVENT

a) Budget for Lunch with Prilly Latuconsina at Nona Judes

BUDGET FOR POST-EVENT LUNCH WITH PRILLY LATUCOSINA AT NONA JUDES				
NO.	ITEMS	DETAIL	DETAIL PRICES	TOTAL PRICES
2.	Nona Judes	43 Pax	Puas A Package: Rp. 41.500,-/ Pax	Rp. 1.784.500,-

b) Budget for "SEED" CSR

BUDGET FOR POST-EVENT "SEED" CSR DAY 1				
NO.	ITEMS	DETAIL	DETAIL PRICES	TOTAL PRICES
1.	Fumida Catering	105 Pax	--Hainanese Rice Package: Rp. 30.000,- / Pax	Rp. 3.150.000,-

BUDGET FOR POST-EVENT "SEED" CSR DAY 2				
NO.	ITEMS	DETAIL	DETAIL PRICES	TOTAL PRICES
1.	Kulina	105 Pax	- Butter Rice Chicken Teriyaki Package : Rp. 25.000,-/ Pax	Rp. 2.919.000, -

c) Budget for SME Forum Webinar Series

BUDGET FOR POST-EVENT SME FORUM WEBINAR SERIES				
NO.	ITEMS	DETAIL	DETAIL PRICES	TOTAL PRICES
1.	Tiga Dara Catering	8 Pax 35 Pax	- First Class Package 4 : Rp. 30.000,-/ Pax - Business Class Package 25 : Rp. 26.000,-/ Pax	Rp. 240.000,- Rp. 700.000,-

ATTACHMENT

A. LOGISTIC & EQUIPMENT and MULTIMEDIA ATTACHMENT

I. ATTACHMENT FOR PRE-EVENT

A. Media Kit



Tote bag Canvas Material



Keychain Custom



Custom Pen



Notebook Custom Spiral A5



ID Card Cover Plastic size 9.5x13



ID Card size 9.5x13



ID Card Rope size 12cm



Folder Map Custom



Power bank

B. Prize for The Winner of Video Competition



Tote bag Canvas
Material



Notebook Custom
Spiral A5



Custom Pen



Keychain Custom



Certificated Custom
size A4



Certificate Frame size
A4



Jan sport Backpack

C. Prize for The Winner of Quiz Program



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Handphone Samsung A01

D. Prize for The Winner of Blog Competition



Samsung Tab A 8.0 2019

E. Other Production & Technical Equipment

- T-Shirt Custom for Crew



- Sound System



- Lighting System





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- Genset



II. ATTACHMENT FOR MAIN EVENT

A. Press Kit



Tote bag Canvas
Material



Keychain Custom



Custom Pen



Notebook Custom
Spiral A5



ID Card Cover Plastic
size 9.5x13



ID Card size 9.5x13



ID Card Rope size
12cm



Folder Map Custom



Power bank

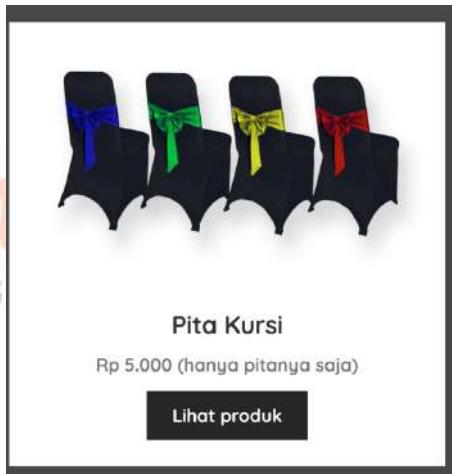
B. Press Conference Equipment



Meja IBM 45x18-x75 /
60x180x75 cm + Cover

Rp 150.000/Rp 200.000

[Lihat produk](#)



Pita Kursi

Rp 5.000 (hanya pitanya saja)

[Lihat produk](#)

Long Table

Chair



Sound System



LED Screen

C. Business Plan



Placard



Certified Custom size A4

D. Awarding Night – Decoration Stage (Entrance Area)



Red Carpet

E. Awarding Night – Decoration Stage (Registration Area)



Standing Poster &
Standing Plan



Round Table



Chair



Decoration Flower



Flower Vase



Flower

F. Awarding Night – Decoration Stage (Photobooth)



Decoration Styrofoam Material



Standing Photobooth



Straw Rope (tali jerami)



Origami

G. Awarding Night – Decoration Stage

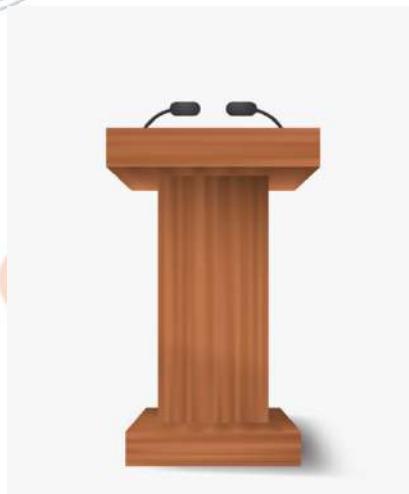
- Decoration Styrofoam



- Screen Projector



- Podium



- Styrofoam letters and lights



- Sound System



- Lighting



H. Awarding Night – Decoration Stage (Round Table)



Round Table



Table Cover



Chair



Chair Cover



Flower Vase



Flower



Napkin



Table Mat



Tent Card

I. Printed Materials

- Print Photo HVS
- Print Tent Card
- Print Table Card
- Banner
- Print Table Mat
- Print Welcome Poster
- Door Lift Poster





shopeesticated

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III. ATTACHMENT FOR POST-EVENT

- Technical details Post-Event



Sofa



Microphone



Screen Projector



Headphone



Camera



LSPR Shuttle Bus

- Attachment Logistic and Equipment for SEED Program Day 1



Cue Card



Microphone



Sound System



Calico Cloth (kain blacu)



The Court (Pemidangan)



Yarn Scissors (Gunting benang)



Sewing Needles (Jarum sulam jahit)

- Attachment Logistic and Equipment for SEED Program Day 2



Cue Card



Microphone



Sound System

- Printed Materials for CSR “SEED” Program



X-Banner



Flyer



Brochure

- Attachment Equipment and Logistic for SME Forum Webinar Series



Camera



Microphone



Tripod



Laptop



Sofa



Band Equipment

B. FnB ATTACHMENT

I. ATTACHMENT FOR PRE-EVENT

- Attachment Catering Menu for Pre-Event

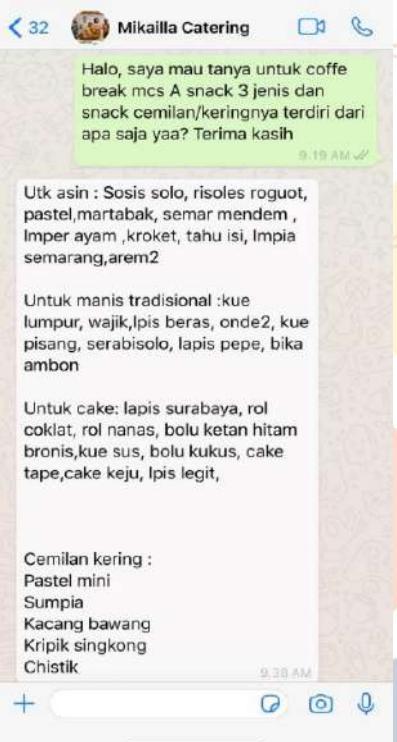
ATTACHMENT MENU FOR PRE-EVENT			
NO.	CATERING NAME	MENU SELECTION	PICTURE
1	Loby Snack	Package 1 : Rp. 19.500,-/ Pax	

II. ATTACHMENT FOR MAIN EVENT

- Attachment Catering Menu for Press Conference

ATTACHMENT MENU FOR MAIN EVENT PRESS CONFERENCE SESSION																														
NO.	CATERING NAME	MENU SELECTION	PICTURE																											
1	Monami Bakery	Package B : Rp. 20.000,-/ Pax	<p>PAKET BOX Sudah termasuk Air Mineral</p> <p>Paket hanya berlaku untuk pemesanan minimal 1 box sebelumnya dan pemesanan minimal 30 Box.</p> <table border="1"> <thead> <tr> <th colspan="3">Paket A</th> </tr> </thead> <tbody> <tr> <td>1.20. Lemper Gertuk Soes Kering Mini</td> <td>2.20. Tahu Lapis Sagu Hijau Soes Kering Mini</td> <td>3.20. Arum Anem Singkong Keju Soes Kering Mini</td> </tr> <tr> <td colspan="3" style="text-align: right;">Rp. 15.000,-/BOX</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th colspan="3">Paket B</th> </tr> </thead> <tbody> <tr> <td>1.20. Pastel Donat Coklat Bika Ambon</td> <td>2.20. Martabak Roti Pisang Keju Onde-onde</td> <td>3.20. Krokot Bluder Keju Potong Talam Ubi</td> </tr> <tr> <td colspan="3" style="text-align: right;">Rp. 20.000,-/BOX</td> </tr> </tbody> </table> <table border="1"> <thead> <tr> <th colspan="3">Paket C</th> </tr> </thead> <tbody> <tr> <td>1.20. Roti Piseng Coklat Lemper Cantik Manis Gertuk</td> <td>2.20. Roti Sosis Keju Putu Ayu Kue Lumpur Wajik</td> <td>3.20. Roti Keju Keton Bubuk Ku Merah Pitang Molen Coklat</td> </tr> <tr> <td colspan="3" style="text-align: right;">Rp. 25.000,-/BOX</td> </tr> </tbody> </table> <p>Customer Service 021 - 5307352</p>	Paket A			1.20. Lemper Gertuk Soes Kering Mini	2.20. Tahu Lapis Sagu Hijau Soes Kering Mini	3.20. Arum Anem Singkong Keju Soes Kering Mini	Rp. 15.000,-/BOX			Paket B			1.20. Pastel Donat Coklat Bika Ambon	2.20. Martabak Roti Pisang Keju Onde-onde	3.20. Krokot Bluder Keju Potong Talam Ubi	Rp. 20.000,-/BOX			Paket C			1.20. Roti Piseng Coklat Lemper Cantik Manis Gertuk	2.20. Roti Sosis Keju Putu Ayu Kue Lumpur Wajik	3.20. Roti Keju Keton Bubuk Ku Merah Pitang Molen Coklat	Rp. 25.000,-/BOX		
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Rp. 25.000,-/BOX																														

- Attachment Catering Menu for Training Session Day I

ATTACHMENT MENU FOR MAIN EVENT TRAINING SESSION DAY I							
NO.	CATERING NAME	MENU SELECTION	PICTURE				
COFFEE BREAK							
1	Mikaila Catering	mcs A : Rp. 24.000,- / Pax	 <p>Specialty Buffet dan Tumpeng Jl. Jendral Sudirman No. 10 Marga Sariwulan Kemayoran coffee maker, meja, dan waiter **) order di bawah 100 porsi akan dikenakan service charge</p> <table border="1"> <tr> <td>Rp 24.000,- Coffee Teh Gula & Creamer Snack 3 Jenis Snack Cemilan/Kering</td> <td>Rp 27.000,- Coffee Teh Gula & Creamer Snack 4 Jenis Snack Cemilan/Kering</td> </tr> <tr> <td>Order</td> <td>Order</td> </tr> </table> <p>Kenapa pesan di Mikaila? ✓ Banyak Pilihan Menu ✓ Gratis kirim ke Jakarta dan Bekasi ✓ Harga Terjangkau</p>  <p>32 Mikaila Catering Halo, saya mau tanya untuk coffe break mcs A snack 3 jenis dan snack cemilan/keringnya terdiri dari apa saja yaa? Terima kasih 9:19 AM ✓</p> <p>Utk asin : Sosis solo, risoles rogoat, pastel,martabak, semar mendem , Imper ayam ,kroket, tahu isi, Impia semarang,arem2</p> <p>Untuk manis tradisional :kue lumpur, wajik,lpis beras, onde2, kue pisang, serabisolo, lapis pepe, bika ambon</p> <p>Untuk cake: lapis surabaya, rol coklat, rol nanas, bolu ketan hitam bronis,kue sus, bolu kukus, cake tape,cake keju, lpis legit,</p> <p>Cemilan kering : Pastel mini Sumpia Kacang bawang Kripik singkong Chistik</p>	Rp 24.000,- Coffee Teh Gula & Creamer Snack 3 Jenis Snack Cemilan/Kering	Rp 27.000,- Coffee Teh Gula & Creamer Snack 4 Jenis Snack Cemilan/Kering	Order	Order
Rp 24.000,- Coffee Teh Gula & Creamer Snack 3 Jenis Snack Cemilan/Kering	Rp 27.000,- Coffee Teh Gula & Creamer Snack 4 Jenis Snack Cemilan/Kering						
Order	Order						

LUNCH

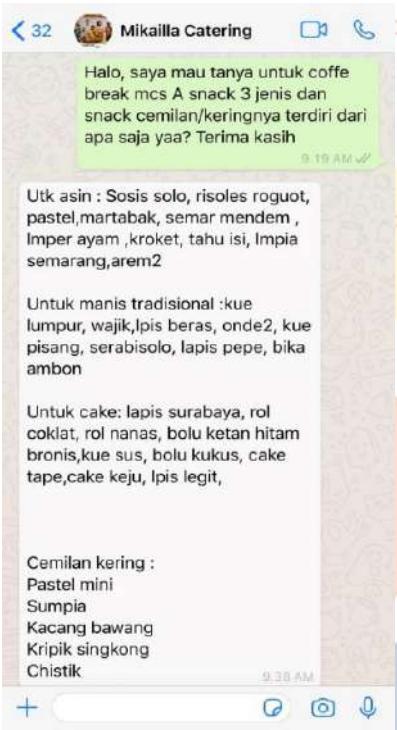
2	Tiga Dara Catering	Package I : Rp. 29.000/Pax	
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COFFEE BREAK

<p>3 Mikaila Catering mcs A : Rp. 24.000,- / Pax</p>	<p>mcs A</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%; text-align: center;">Rp 24.000,-</td> <td style="width: 50%; text-align: center;">Rp 27.000,-</td> </tr> <tr> <td>Coffee</td> <td>Coffee</td> </tr> <tr> <td>Teh</td> <td>Teh</td> </tr> <tr> <td>Gula & Creamer</td> <td>Gula & Creamer</td> </tr> <tr> <td>Snack 3 Jenis</td> <td>Snack 4 Jenis</td> </tr> <tr> <td>Snack Cemilan/Kering</td> <td>Snack Cemilan/Kering</td> </tr> <tr> <td>Order</td> <td>Order</td> </tr> </table> <p>Kenapa pesan di Mikaila? ✓ Banyak Pilihan Menu ✓ Gratis kirim ke Jakarta dan Bekasi ✓ Harga Terjangkau</p>	Rp 24.000,-	Rp 27.000,-	Coffee	Coffee	Teh	Teh	Gula & Creamer	Gula & Creamer	Snack 3 Jenis	Snack 4 Jenis	Snack Cemilan/Kering	Snack Cemilan/Kering	Order	Order	<p>32 Mikaila Catering</p> <p>Halo, saya mau tanya untuk coffee break mcs A snack 3 jenis dan snack cemilan/keringnya terdiri dari apa saja yaa? Terima kasih</p> <p>9:19 AM ✓</p> <p>Utk asin : Sosis solo, risoles rogo ut, pastel,martabak, semar mendem , Imper ayam ,kroket, tahu isi, Impia semarang,arem2</p> <p>Untuk manis tradisional :kue lumpur, wajik,lpis beras, onde2, kue pisang, serabi solo, lapis pepe, bika ambon</p> <p>Untuk cake: lapis surabaya, rol coklat, rol nanas, bolu ketan hitam bronis,kue sus, bolu kukus, cake tape,cake keju, lapis legit,</p> <p>Cemilan kering :</p> <ul style="list-style-type: none"> Pastel mini Sumpia Kacang bawang Kripik singkong Chistik <p>9:38 AM</p>
Rp 24.000,-	Rp 27.000,-															
Coffee	Coffee															
Teh	Teh															
Gula & Creamer	Gula & Creamer															
Snack 3 Jenis	Snack 4 Jenis															
Snack Cemilan/Kering	Snack Cemilan/Kering															
Order	Order															

- Attachment Catering Menu for Training Session Day II

ATTACHMENT MENU FOR MAIN EVENT TRAINING SESSION DAY II																	
NO.	CATERING NAME	MENU SELECTION	PICTURE														
COFFEE BREAK																	
1	Mikaila Catering	mcs A : Rp. 24.000,- / Pax	 <p>www.mikaila.com</p> <p>Mikaila Catering menyediakan fasilitas untuk menyajikan makanan, minuman, dan kopi. Untuk pesanan di bawah 100 porsi akan dikenakan biaya tambahan.</p> <table border="1"> <tr> <td>Rp 24.000,-</td> <td>Rp 27.000,-</td> </tr> <tr> <td>Coffee</td> <td>Coffee</td> </tr> <tr> <td>Teh</td> <td>Teh</td> </tr> <tr> <td>Gula & Creamer</td> <td>Gula & Creamer</td> </tr> <tr> <td>Snack 3 Jenis</td> <td>Snack 4 Jenis</td> </tr> <tr> <td>Snack Cemilan/Kering</td> <td>Snack Cemilan/Kering</td> </tr> <tr> <td>Order</td> <td>Order</td> </tr> </table> <p>Kenapa pesan di Mikaila?</p> <p>✓ Banyak Pilihan Menu ✓ Gratis Kirim ke Jakarta dan Bekasi ✓ Harga Terjangkau</p>  <p>32 Mikaila Catering</p> <p>Halo, saya mau tanya untuk coffee break mcs A snack 3 jenis dan snack cemilan/keringnya terdiri dari apa saja yaa? Terima kasih</p> <p>9:19 AM ✓</p> <p>Utk asin : Sosis solo, risoles rogoat, pastel, martabak, semar mendem, Imper ayam, kroket, tahu isi, Impia semarang, arem2</p> <p>Untuk manis tradisional :kue lumpur, wajik, lapis beras, onde2, kue pisang, serabi solo, lapis pepe, bika ambon</p> <p>Untuk cake: lapis surabaya, rol coklat, rol nanas, bolu ketan hitam bronis, kue sus, bolu kukus, cake tape, cake keju, lapis legit,</p> <p>Cemilan kering :</p> <ul style="list-style-type: none"> Pastel mini Sumpia Kacang bawang Kripik singkong Chistik <p>9:30 AM</p>	Rp 24.000,-	Rp 27.000,-	Coffee	Coffee	Teh	Teh	Gula & Creamer	Gula & Creamer	Snack 3 Jenis	Snack 4 Jenis	Snack Cemilan/Kering	Snack Cemilan/Kering	Order	Order
Rp 24.000,-	Rp 27.000,-																
Coffee	Coffee																
Teh	Teh																
Gula & Creamer	Gula & Creamer																
Snack 3 Jenis	Snack 4 Jenis																
Snack Cemilan/Kering	Snack Cemilan/Kering																
Order	Order																

LUNCH

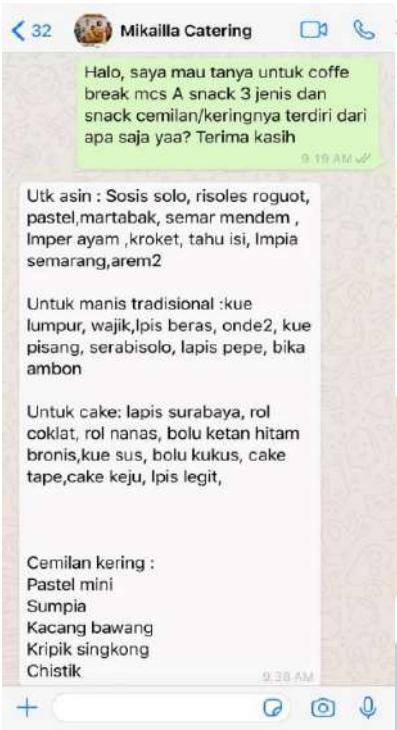
2	Tiga Dara Catering	First Class 9 : Rp. 29.000/Pax	
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Run The Business, Hit The Profit

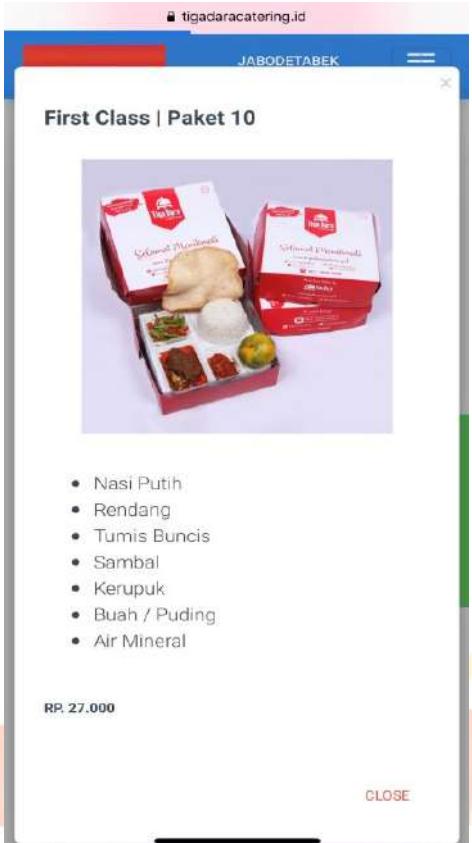
COFFEE BREAK

<p>3</p> <p>Mikaila Catering</p> <p>mcs A : Rp. 24.000,- / Pax</p>	<p>Kenapa pesan di Mikaila?</p> <ul style="list-style-type: none"> ✓ Banyak Pilihan Menu ✓ Gratis kirim ke Jakarta dan Bekasi ✓ Harga Terjangkau
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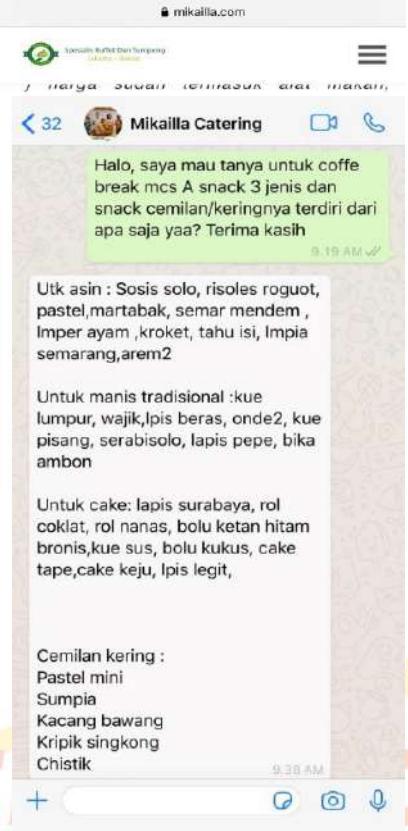
- Attachment Catering Menu for Press Conference Day III

ATTACHMENT MENU FOR MAIN EVENT TRAINING SESSION DAY III																	
NO.	CATERING NAME	MENU SELECTION	PICTURE														
COFFEE BREAK																	
1	Mikaila Catering	mcs A : Rp. 24.000,- / Pax	 <p>www.mikaila.com</p> <p>Mikaila Catering menyediakan fasilitas untuk menyajikan makanan, minuman, dan kopi. Untuk pesanan di bawah 100 porsi akan dikenakan biaya tambahan.</p> <table border="1"> <tr> <td>Rp 24.000,-</td> <td>Rp 27.000,-</td> </tr> <tr> <td>Coffee</td> <td>Coffee</td> </tr> <tr> <td>Teh</td> <td>Teh</td> </tr> <tr> <td>Gula & Creamer</td> <td>Gula & Creamer</td> </tr> <tr> <td>Snack 3 Jenis</td> <td>Snack 4 Jenis</td> </tr> <tr> <td>Snack Cemilan/Kering</td> <td>Snack Cemilan/Kering</td> </tr> <tr> <td>Order</td> <td>Order</td> </tr> </table> <hr/> <p>Kenapa pesan di Mikaila?</p> <p>✓ Banyak Pilihan Menu ✓ Gratis kirim ke Jakarta dan Bekasi ✓ Harga Terjangkau</p>  <p>32 Mikaila Catering</p> <p>Halo, saya mau tanya untuk coffee break mcs A snack 3 jenis dan snack cemilan/keringnya terdiri dari apa saja yaa? Terima kasih</p> <p>9:19 AM ✓</p> <p>Utk asin : Sosis solo, risoles rogoat, pastel, martabak, semar mendem, Imper ayam, kroket, tahu isi, Impia semarang, arem2</p> <p>Untuk manis tradisional :kue lumpur, wajik, lapis beras, onde2, kue pisang, serabi solo, lapis pepe, bika ambon</p> <p>Untuk cake: lapis surabaya, rol coklat, rol nanas, bolu ketan hitam bronis, kue sus, bolu kukus, cake tape, cake keju, lapis legit,</p> <p>Cemilan kering : Pastel mini Sumpia Kacang bawang Kripik singkong Chistik</p> <p>9:30 AM</p>	Rp 24.000,-	Rp 27.000,-	Coffee	Coffee	Teh	Teh	Gula & Creamer	Gula & Creamer	Snack 3 Jenis	Snack 4 Jenis	Snack Cemilan/Kering	Snack Cemilan/Kering	Order	Order
Rp 24.000,-	Rp 27.000,-																
Coffee	Coffee																
Teh	Teh																
Gula & Creamer	Gula & Creamer																
Snack 3 Jenis	Snack 4 Jenis																
Snack Cemilan/Kering	Snack Cemilan/Kering																
Order	Order																

LUNCH

2	Tiga Dara Catering	First Class Package 10 : Rp. 27.000/Pax	
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COFFEE BREAK

3	Mikaila Catering	mcs A : Rp. 24.000,- / Pax	 <p>Utak asin : Sosis solo, risoles rogoet, pastel, martabak, semar mendem, Impor ayam, kroket, tahu isi, Impia semarang, arem2</p> <p>Untuk manis tradisional : kue lumpur, wajik, lapis beras, onde2, kue pisang, serabi solo, lapis pepe, bika ambon</p> <p>Untuk cake : lapis surabaya, rol coklat, rol nanas, bolu ketan hitam bronis, kue sus, bolu kukus, cake tape, cake keju, lapis legit,</p> <p>Cemilan kering : Pastel mini Sumpia Kacang bawang Kripik singkong Chistik</p>
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- Attachment Catering Menu for Awarding Night

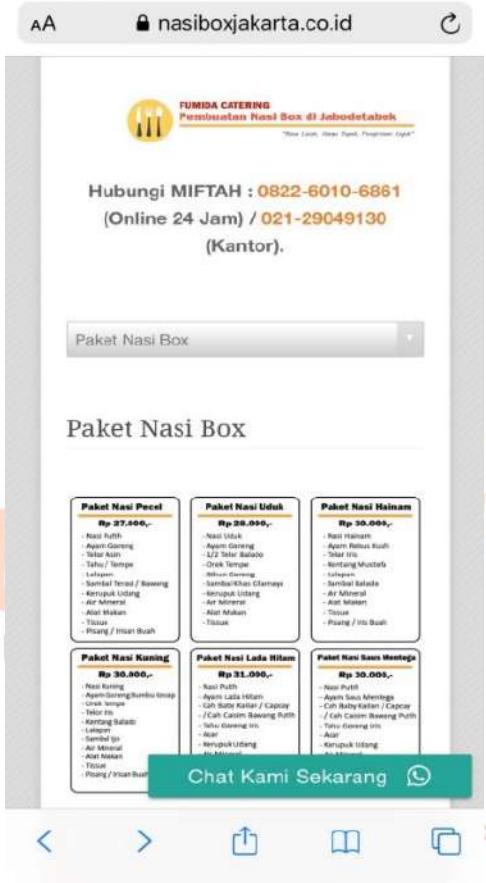
ATTACHMENT MENU OF MAIN EVENT AWARDING NIGHT			
NO.	CATERING NAME	MENU SELECTION	PICTURE
1	Medina Catering	Regular Buffet : Rp. 85.000/Pax	 <p>The menu is titled 'REGULAR BUFFET' for LUNCH & DINNER at Rp. 85.000 ++ / Pax. It includes sections for APPETIZER (Salata Bangkok), SOUP (Mushroom Cream Soup), MAIN COURSE (Beef XO, Prawn Gohud Egg, Chilli Fried Rice, Kungpao Spaghetti, Baby Bean Minced Beef, Nasi Goreng Medan, Nasi Padang), CONDIMENT (Dill & Tomato Sauce / Sambal & Crackers), and DESSERT (Assorted Glace Fruit, Blueberry Pancake). It also lists Mineral Water and a note about the menu being subject to change based on price fluctuations.</p>

III. ATTACHMENT FOR POST – EVENT

- Attachment Catering Menu for New Year Lunch with Prilly Latuconsina at Nona Judes

ATTACHMENT MENU FOR NEW YEAR LUNCH WITH PRILLY LATUCONSINA AT NONA JUDES			
NO.	CATERING NAME	MENU SELECTION	PICTURE
1	Nona Judes	Chicken Package : Rp. 41.500,-/ Pax	

- Attachment Menu for “SEED” day 1

ATTACHMENT MENU FOR “SEED” DAY 1			
NO.	CATERING NAME	MENU SELECTION	PICTURE
1	Fumida Catering	Hainanese Rice Package : Rp. 30.000,-/ Pax	 <p>The screenshot shows a mobile website for Fumida Catering. At the top, it displays the company logo and contact information: Hubungi MIPTAH : 0822-6010-6861 (Online 24 Jam) / 021-29049130 (Kantor). Below this, there's a section titled "Paket Nasi Box" which lists four menu options:</p> <ul style="list-style-type: none"> Paket Nasi Pecel Rp 27.000,- <ul style="list-style-type: none"> Nasi Ruffy Ayam Guling Tahu Telor Tahu/Tempe Lalap Sambal Terasi / Bawang Kerupuk Uting Air Mineral Asinan Tissue Pisang / Jus Buah Paket Nasi Uduk Rp 28.000,- <ul style="list-style-type: none"> Nasi Uduk Ayam Guling Udang Bakar Drek Tempe Bikin Geprek Kerupuk Cilok Kerupuk Uting Air Mineral Asinan Tissue Paket Nasi Hainam Rp 30.000,- <ul style="list-style-type: none"> Roti Hainam Ayam Ribus Asam Udang Nertang Mustika Sayuran Gado-gado Kerupuk Uting Air Mineral Asinan Tissue Pisang / Jus Buah Paket Nasi Kuning Rp 30.000,- <ul style="list-style-type: none"> Nasi Kuning Ayam Goreng Kembang Tauge Urap Tempe Tahu Telor Kentang Kukus Lalap Endhog Air Mineral Asinan Tissue Pisang / Jus Buah Paket Nasi Lada Hitam Rp 31.000,- <ul style="list-style-type: none"> Nasi Putih Ayam Gula Hitam Geh Sate Keling Kapas Jah Cadih Bawang Putih Ayam Guling Air Kerupuk Uting Air Mineral Paket Nasi Baso Menteja Rp 30.000,- <ul style="list-style-type: none"> Nasi Putih Ayam Baso Mentega Coh Bathy Keling / Capco Coh Cadih Bawang Putih Ayam Guling Air Kerupuk Uting <p>At the bottom right of the screen, there is a green button labeled "Chat Kami Sekarang" with a WhatsApp icon.</p>

- Attachment Menu for “SEED” day 2

ATTACHMENT MENU FOR “SEED” DAY 2			
NO.	CATERING NAME	MENU SELECTION	PICTURE
1	Kulina	Butter Rice Chicken Teriyaki Package : Rp. 27.800,-	  

- Attachment Menu for SME Forum Webinar Series

ATTACHMENT MENU FOR SME FORUM WEBINAR SERIES			
NO.	CATERING NAME	MENU SELECTION	PICTURE
1	Tiga Dara Catering	<p>-First Class Package 4 : Rp. 30.000,-/ Pax</p> <p>-Economy Class Package 1 : Rp. 20.000,-/ Pax</p>	 