

FROM WOMEN, FOR WOMEN



A movement by POPBELA.com

**"EDUCATE A
MAN AND YOU
EDUCATE AN
INDIVIDUAL.
EDUCATE A
WOMAN AND
YOU EDUCATE A
FAMILY"**

- A. CRIPPS QUOTES





THE PURPOSE

A conference on
gender equality and
the health, rights,
and wellbeing of
girls and women.

The Future is Female is a national women empowerment conference designed for women to gather, connect, learn, recharge and reinvent themselves, all while inspiring each other, in a journey to create the most purposeful and fulfilling lives.

Women will have the chance to take notes and lessons from the most inspiring female figures of Indonesia, facilitators and fellow attendants to establish and pave their way to the best future they can create for themselves and everyone, and to acknowledge their power as individuals comes within the realness of being a woman.

31%

WOMEN IN INDONESIA
SIT IN TOP DIVISION
OF COMPANIES



60%

OF WOMEN THINKS
THEY ARE PAID LOWER
THAN MEN

By giving women the right push, perspective and a chance to voice their opinions, we are giving them power to strive, and the ability to help nurture this nation to build a better future for Indonesia.



THE FUTURE IS FEMALE

THE FUTURE IS FEMALE

**SATURDAY, NOV 30TH
2019**

The Hall, Senayan City

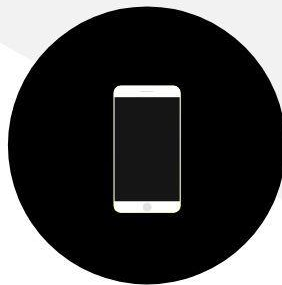
A movement by POPBELA.com

MAIN TARGET AUDIENCE



Women

Education, Business,
Health, Women Rights,
Lifestyle Enthusiasts



18 - 35 YO

College students,
Employees, Millennial
Housewives



SES A - B

Students, First Jobber,
Employees,
Entrepreneurs

Main Areas



MAIN STAGE

World leaders, influencers, innovators, and change-makers, make each main stage plenary session memorable and provocative. The Future is Female plenaries are not about speeches and presentations—they're about engaging dialogue that drives the agenda forward.



POWER STAGE

A series of informative, punctuated, TED-Talk style presentations that challenge attendees to think and learn. Each session will be no more than 5 minutes long.



FILM FESTIVAL

A creative and innovative space for showcasing outstanding films, conversations with directors, and live performance art such as spoken word. Screenings and performances will add another dimension of inspiration to the conference experience.



NETWORKING STATION

Refuel with lunch, electronic charging stations, and coffee breaks. Explore the various stages, displays, and booths. Re-energize with new ideas, new research, and new connections.



SRI MULYANI
Menteri Keuangan Indonesia



SUSI PUDJIASTUTI
Menteri Kelautan dan Perikanan



NAJWA SHIHAB
Pengusaha, Pembawa Acara

KEYNOTE SPEAKERS

THE FUTURE IS FEMALE

KEYNOTE SPEAKERS



Grace Natalie



Diajeng Lestari



Ria Sarwono &
Carline Darjanto



Chelsea Islan



Maudy Ayunda



Lizzie Parra



Dian Pelangi



Ria Miranda



Kahiyang Ayu



Shinta Bubu

and many more



- EDUCATION OPPORTUNITY

- SEXUAL VIOLENCE AGAINST WOMEN

- WAGE INEQUALITY

- FEMALE ENTREPRENEURSHIP

- SINGLE & STRIVING

- WOMEN IN POLITICS

DISCUSSION THEME



PRE-EVENT

Staying true to our purpose, we work together with communities all around Indonesia, delivering smaller scale classes and workshops before the event.

PAST EVENT

#IAMREAL Talk

BEAUTYFEST ASIA - March 2019



AUG 30TH, 2019
ESMOD University

SEPT 13TH, 2019
ITB University Bandung

SEPT 27TH, 2019
President University

OCT 11TH, 2019
University of Indonesia

OCT 25TH, 2019
Binus University

NOV 8TH, 2019
Pelita Harapan University

#IAMREAL TALK

**AUG - NOV 2019
CAMPUS TO
CAMPUS**

MF | F/W 2020



CAMPUS TO CAMPUS BRANDING POSSIBILITY

- BRANDING AT TALKSHOW
- MINI BOOTH EXHIBITION
- PRODUCT MINI SHOWCASE

SPONSORSHIP PACKAGE

MF | F/W 2020

	DIAMOND	GOLD	SILVER	BRONZE
Sponsorship Title	Future Female presented by (Client Name)	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Slot on stages	Main stage (1), Power Stage (1), and Film Festival stage (1)	Power Stage (1), and Film Festival stage (1)	Film Festival stage (1)	Branding only
Main stage	Logo on stage monitor frame	-	-	-
Booth space	3 unit booth (4x4 m)	2 unit booth (4x4 m)	1 unit booth (3x2 m)	1 unit booth (3x2 m)
TVC / Video advertisement	15" played during session transition	15" played during session transition	15" played during session transition	-
Goodie bag insertion	Allowed to insert 3 item	Allowed to insert 1 item	Allowed to insert 1 item	-
Networking stations	Branding at lunch area	-	-	-
Tickets	105	56	21	7
Logo placement	Largest placement on logo wall, website, social media and other promotional material	Prominent placement on logo wall, website, social media and other promotional material	Medium-sized placement on logo wall, website, social media and other promotional material	Small-sized placement on logo wall, website, social media
Media Placement	30 days digital banner at Popbela (desktop, homepage, 970x90px), 10 native editorials at Popbela, 10 Instagram posts & 10 Facebook posts (all digital advertising must be used within 30 days)	20 days digital banner at Popbela (desktop, homepage, 970x90px), 5 native editorials at Popbela, 5 Instagram posts & 5 Facebook posts (all digital advertising must be used within 30 days)	5 days digital banner at Popbela (desktop, homepage, 970x90px), 3 native editorials at Popbela, 3 Instagram posts & 3 Facebook posts (all digital advertising must be used within 30 days)	2 days digital banner at Popbela (desktop, homepage, 970x90px), 1 native editorials at Popbela, 1 Instagram posts & 1 Facebook posts (all digital advertising must be used within 30 days)
Investment / Fee				

SPONSORSHIP PACKAGE

	PRESENTING PARTNER (1)	PRINCIPAL PARTNER (3)	PARTNER (3)
Title	(Brand Name) presents Future Is Female	Principal Partner	Partner
Media Placement	<u>Popbela</u> - 5 days - TVC Spot Masthead - 15 days - Display Banner - Mobile Parallax - 15 days - Display Banner - Desktop - Skin - 20 articles - event coverage <u>Social Media</u> - 10 posts - Instagram post @popbela_com - 10 stories - Instagram @Popbela_event	<u>Popbela</u> - 1 day - TVC Spot Masthead - 5 days - Display Banner - Mobile Parallax - 5 days - Display Banner - Desktop - Skin - 5 articles - event coverage <u>Social Media</u> - 4 posts - Instagram post @popbela_com - 4 story - Instagram post @Popbela_event	<u>Popbela</u> - 1 day - Display Banner - Mobile Parallax - 1 day - Display Banner - Desktop - Skin - 1 article - event coverage <u>Social Media</u> - 1 post - Instagram post @popbela_com - 1 story - Instagram post @Popbela_event
On-venue Branding	<u>Foyer Area</u> - 1 unit: Space for booth 4 x 6 - Shared logo on Logo Wall (largest) - Shared logo on Gate (largest) <u>Main Stage Area</u> - Slot for TVC 30s, played before every session - 4 units: Space for Roll Up Banner (max 85x200cm) <u>Campus Roadshow</u> - 4 Notable campus	<u>Foyer Area</u> - 1 unit: Space for booth 3x4 - Shared logo on Logo Wall (second largest) - Shared logo on Gate (second largest) <u>Main Stage Area</u> - Slot for TVC 30s, played before every session - 2 units: Space for Roll Up Banner (max 85x200cm) <u>Campus Roadshow</u> - 2 Notable campus	<u>Foyer Area</u> - 1 unit: Space for booth 3x2 - Shared logo on Logo Wall (third largest) - Shared logo on Gate (third largest) <u>Main Stage Area</u> - 1 unit: Space for Roll Up Banner (max 85x200cm)
Investment / Fee	Rp2,100,000,000	Rp. 750,000,000	Rp. 235,000,000

“

**What you do makes a
difference and you have to
decide what kind of
difference you want to make.**

JANE GOODALL

**LET'S
COLLABORATE**

MAILING ADDRESS

POPBELA - IDN Media

Jl. Palmerah Utara No. 62A

Jakarta 11480

EMAIL ADDRESS

alita.anggraeni@idntimes.com |

judithya.pitana@idntimes.com

PHONE NUMBER

0813-8279-8006 (Alita) } 0813-1122-5548

(Judith)