

# CEO LUNCH

## SPONSORSHIP OPPORTUNITY



## Labour Policy Updates: *A 2020 Government Pathway*

Date: 27th March 2020 | Time: 11:30 AM-02:00 PM

VENUE: Raffle Le Royal



## The Event at Glance

In responding to the proposals from private sectors, the Ministry of Labour and Vocational Training has recently adopted several guidelines, instructions and notifications aiming to simplify the process and reducing paper works and obligations under the labour law for private sectors. As one of the leading private sector groups, CAMFEBA has put all possible efforts in driving these successes.

To share key values of our job and clarify the current and future obligations of the private sectors under the recent guidelines, CAMFEBA invite all private sectors' representatives to our LUNCHEON to be held on Friday, 27th March 2020 at Raffle Le Royal.

### SCOPE OF TALK

- ⇒ Highlight the main features of the new guidelines and instructions, and what has been released in 2020
- ⇒ Address the grey areas that need to be clarified further with MoLVT
- ⇒ Present high-level as-

### Event Exposure & Coverage

With an interesting theme and the high-level keynote speakers and panelists as the key drivers in exploring the spot-check and clarifying with the government on newly released labour law updates, we are proud to present this remarkable opportunity for large companies and SMEs to feature their image and profile through a highly visible campaigns to enable their premium brand widely promoted in the participants and business community.

## EXPOSURE CHANNELS

Email Recipient: 5,500+ recipients  
 Webpage: 50,000+ visitors/month  
 FB follower: 12,000+ followers  
 LinkedIn: 4,200+ followers  
 HR Club group: 800+ members  
 Marketing Group: 600+ members

## EXPECTED PARTICIPATION

We are expecting from 100 to 150 participants from various industries such as: Banking and Finance, IT and Telecommunication, consulting firms, consumer goods and many others.

Some of other key targeted groups to be invited:

- ⇒ High-level management team, Business Executive and CEO
- ⇒ Head of International Chambers and Business associations
- ⇒ HR Head and Consultants
- ⇒ NGOs, Consulting firms and international development partners



	Gold 700\$	Silver 400\$
<b>BEFORE THE EVENT</b>		
Logo appear on <b>CAMFEBA's website</b> as the event sponsor	✓	
Logo appear in <b>email promotion</b> to more than 3800 recipients	✓	✓
Logo appear on <b>our social media channels</b>	Big	Small
<b>DURING THE EVENT</b>		
<b>Attach brochure</b> in pack materials for participants	✓	
<b>Exhibition table</b> in the event	✓	
Recognized as the event sponsor <b>in the opening remark</b>	✓	✓
<b>Live recognition</b> as the event sponsor	✓	✓
Logo appears on the <b>E-backdrop</b> and <b>standing banners</b>	Big	Small
<b>Display</b> your standing banners	2	1
<b>Get tickets</b> for this event	2	1
<b>AFTER THE EVENT</b>		
Logo on <b>thanks email</b> to the audiences	Big	Small
Logo on <b>appreciation banner</b> on FB & LinkedIn	Big	Small



## BOOKING YOUR PACKAGE

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