



MARKPLUS CONFERENCE 2025

Reimagine Market-ing

4-5 DECEMBER 2024, THE RITZ-CARLTON JAKARTA, PACIFIC PLACE.

DAY 1 THE 10TH
WEDNESDAY
4 DEC 2024
**ASEAN
MARKETING
SUMMIT**
For The Next ASEAN

DAY 2 THE 3RD
THURSDAY
5 DEC 2024
IMC
INDONESIA
MARKETING
CONVENTION
For The Next Indonesia

The 16th Annual
WOW
CONCERT
2024

TWO-DAY
CONFERENCE & CONCERT

GREAT 
NETWORK

MULTIMEDIA
CONTENT 

BIG 5000+
CROWD 

STORY OF MARKPLUS CONFERENCE

**TWO
DAYS**

CONFERENCE & CONCERT

**BIG CROWD
5000+**

B2B AND B2C

19

CONSECUTIVE
YEARS

40+

SPEAKERS

4 GENERATIONS
ALL IN ONE EVENT

100+

INDUSTRY SECTORS

“MarkPlus Conference is our annual grand marketing event held since 2006, providing a comprehensive and concrete picture of the latest marketing phenomena as well as predictions on future marketing trends in Indonesia”

- Hermawan Kartajaya -





IMPACT NOW!

DAY 1 WEDNESDAY 4 DEC 2024

THE 10TH



For The Next ASEAN

GLASS HOUSE, 8TH FL, THE RITZ-CARLTON JAKARTA, PACIFIC PLACE.
8.00 AM - 5.00 PM (GMT+7)



MARKPLUS CONFERENCE 2025

8.00 - 9.00 AM	Registration and Networking
9.00 - 10.25 AM	Opening Ceremony
	AMF-ASEAN Caucus Declaration Hosted by Roger Wang , ASEAN Caucus Lead, Asia Marketing Federation
	Keynote Speech Minister of Foreign Affairs of the Republic of Indonesia 2024 - 2029
	Welcoming Speech President of Asia Marketing Federation 2024 - 2026
10.25 - 10.40 AM	Coffee Break
10.40 - 11.00 AM	Economic Outlook by ASEAN Secretariat
11.00 - 11.30 AM	Reimagining Operational Excellence: Inspirations from Asia DR Jacky Mussry, Co-author of Philip Kotler Books
11.30 AM - 12.30 PM	Philip Kotler Center for ASEAN Marketing Award 2024: INDONESIAN CHAMPION
12.30 - 1.30 PM	Lunch Break/ Updates on

1.30 - 2.30 PM	Entrepreneurial Marketing in ASEAN by AMF Chaired by Dr Low Chin Yong , General Manager of Marketing Institute of Singapore
2.30 - 2.50 PM	Productive Improvement (PI): Key Lessons from Japan
2.50 - 3.10 PM	Creative Innovation (CI): Key Lessons from Korea
3.10 - 3.30 PM	Professional Management (PM): Key Lessons from Singapore
3.30 - 3.50 PM	Entrepreneurial Leadership (EL): Key Lessons from India
3.50 - 4.05 PM	Coffee Break
4.05 - 4.35 PM	Operational Excellence (QCDS): Inspirations from China
4.35 - 5.05 PM	Entrepreneurial Success from Philippine, Vietnam and Thailand
5.05 - 5.30 PM	Closing Remarks & Performing Arts ASEAN 2025: Forging Ahead Together HE Dato' Nur Izzah Wong Mee Choo Ambassador of Malaysia to ASEAN



IMPACT NOW!

DAY 1
WEDNESDAY
4 DEC 2024

THE 10TH



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8.00 AM - 5.00 PM (GMT+7)



MARKPLUS CONFERENCE 2025

 ASEAN MARKETING SUMMIT - INDONESIA	
6.00 - 7.00 PM	ASEAN MARKETING SUMMIT - INDONESIA PRAYER, DINNER & NETWORKING Hosted by Roger Wang (President of Marketing Institute of Singapore)
7.00 - 7.30 PM	<div style="display: flex; justify-content: space-between;"> <div style="width: 60%;"> <p>Welcome Speech</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Hermawan Kartajaya Founder & Chair of MCorp, Republic of Indonesia</p> </div> </div> <p>Keynote Speech</p> <div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>Jack YAO Incoming President of Asia Marketing Federation (2024 - 2026)</p> </div> </div> </div> <div style="width: 35%; text-align: right;">   </div> </div>
7.30 - 8.00 PM	Philip Kotler Center for ASEAN Marketing Awarding Ceremony: ASEAN MARKETING CHAMPION AWARD 2024 - INDONESIA 
8.00 - 9.30 PM	The Beatles Night, Relive the greatest hits from The Beatles 



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EXPLORING INDONESIA'S MARKET POTENTIAL



FRIDAY 6 DECEMBER 2024



EXPLORING INDONESIA'S MARKET POTENTIAL
FRIDAY, 6 DECEMBER 2024

9.00 - 12.00 AM	<p>Reaching 280-Mio-Indonesians: The Biggest Market in ASEAN Iwan Setiawan, CEO of MarkPlus, Inc. Crowd Wisdom, Influencer Management Cirilo, Omnichannel Platform</p>
12.00 AM - 1.30 PM	<p>Lunch Break Exploration Kota Kasablanka: Most Successful Shopping Mall in Jakarta</p>
1.30 - 2.00 PM	<p>Heading to Tigaraksa Satria from Kota Kasablanka</p>
2.00 - 3.00 PM	<p>Company Visit 1: Tigaraksa Satria leading Consumer Goods distributor in Indonesia</p> 
3.00 - 4.00 PM	<p>Heading to Wei.ID from Tigaraksa Satria</p>
4.00 - 5.00 PM	<p>Company Visit 2: Wei.ID Tiktok Premier Multi-Channel Network in Jakarta</p> 
5.00 - 6.00 PM	<p>Back to Hotel</p>

RSVP: Giovanni +62 877-7602-8450

KNOWLEDGE & TOUR 300 USD*

*BEFORE TAX



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AGENDA

DAY 2 THURSDAY 5 DEC 2024

THE 3rd



For The Next Indonesia

GRAND BALLROOM, 4th FL, THE RITZ-CARLTON JAKARTA, PACIFIC PLACE.
7.30 AM - 9.30 PM (GMT+7)



MARKPLUS CONFERENCE 2025

7.30 - 8.45 AM	Welcome, Registration & Networking			
8.45 - 9.00 AM	Marching Band Parade			
	OPENING MORNING PLENARY SESSION			
9.00 - 9.15 AM	National Anthem: "INDONESIA RAYA"			
9.15 - 9.50 AM		Welcoming Speech Indonesia Marketing Outlook 2025 Hermawan Kartajaya , Founder & Chair, MCorp		
9.50 - 10.20 AM	Marketeer of The Year Indonesia 2024			
10.20 - 10.30 AM	Immortal Marketer Award 2024			
10.30 - 11.00 AM	MORNING BREAK: Networking			
	MORNING BREAKOUT SESSION: WHAT NEXT?			
11.00 AM - 12.30 PM	TECHNOLOGY	Ballroom 1A: ARTIFICIAL INTELLIGENCE AI Driven for Future Marketing	ECONOMY / BUSINESS OUTLOOK Ballroom 2: TECHNOLOGY & HUMAN Marketing Technology for Business Solution	Ballroom 3A: THINKING Retro Branding as Timeless Marketing
		Ballroom 1B: ROBOTIC Marketing to Gen Alpha		Ballroom 3B: MOVING Sport Marketing is Not Just a BRANDING
		Ballroom 1C: DATA ANALYTICS Experience with BIG Data	Ballroom 3C: CONNECTING Digital Fatigue? Try Multisensory Marketing	
	LUNCH BREAK SESSION			



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AGENDA

DAY 2 THURSDAY 5 DEC 2024

THE 3rd



For The Next Indonesia

GRAND BALLROOM, 4th FL, THE RITZ-CARLTON JAKARTA, PACIFIC PLACE.
7.30 AM - 9.30 PM (GMT+7)

AFTERNOON BREAK SESSION: HOW-TO NEXT?

2.00 - 3.30 PM	DIGITAL MARKET-ING	Ballroom 1A: CONTENT AI for Content Marketing	ENTREPRENEURIAL MARKETING	Ballroom 3A: PEOPLE & PROSPERITY Busting Myth of Women Market	IMPACT MARKET-ING	
		Ballroom 1B: COMMUNITY Digital Marketing is Selling?		Ballroom 2: DIGITAL FOR IMPACT Sustainability Marketing: Rythm & Skills		Ballroom 3B: PLANET Green Campaign for Earth
		Ballroom 1C: COMMERCE The Bottom Funnel is The Most Important?		Ballroom 3C: PEACE & PARTNERSHIP Sustainable Partnership for Impact		
3.30 - 4.00 PM	AFTERNOON BREAK: Networking					
4.00 - 5.30 PM	CLOSING AFTERNOON PLENARY SESSION					
		Indonesia Industry Outlook 2025 - Association Panel Hermawan Kartajaya, Founder & Chair, MCorp				
5.30 - 7.00 PM	PRE PARTY DJ HANGOUT					
7.00 - 9.30 PM	The 16 th Annual WOW CONCERT 2024					



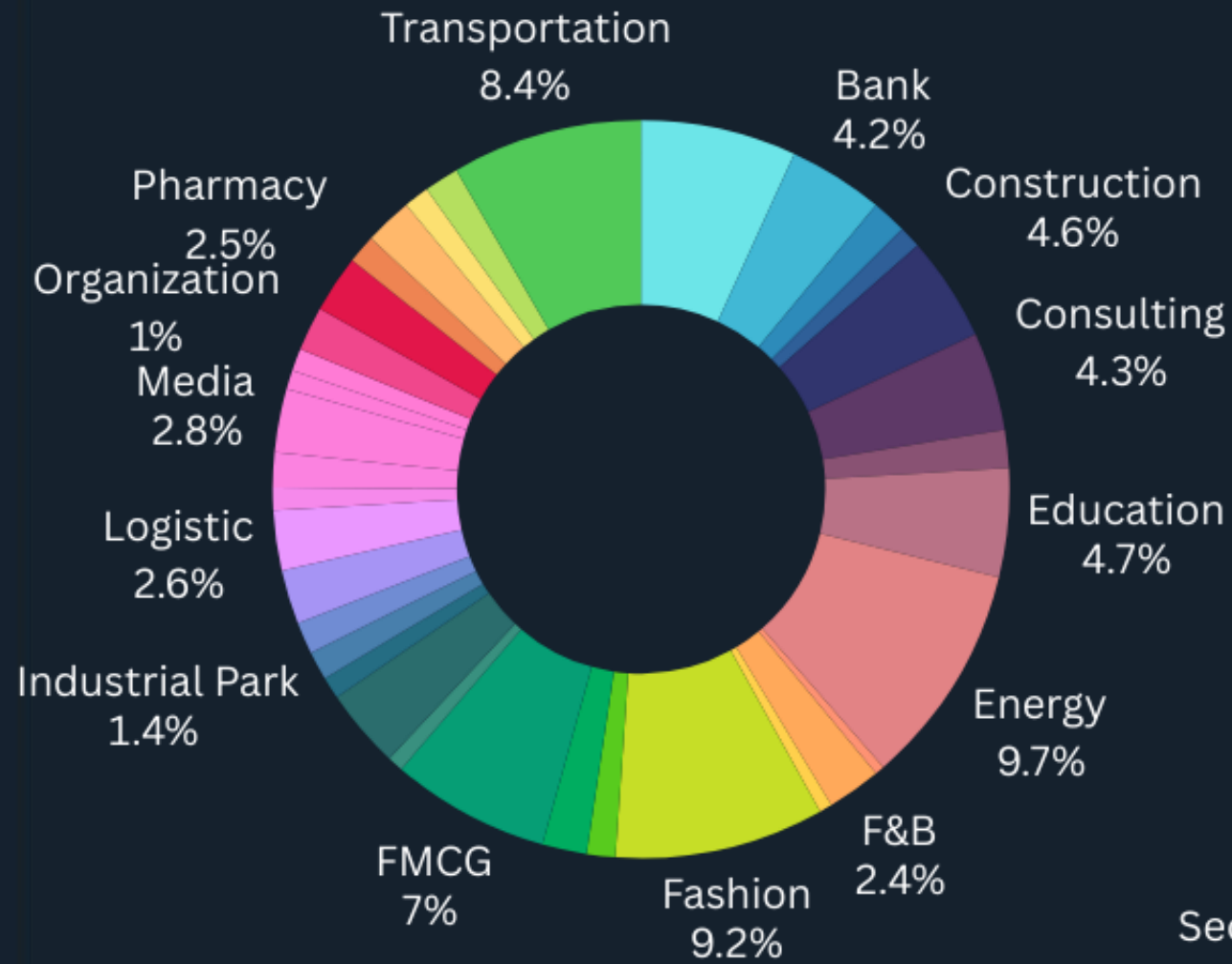
MARKPLUS CONFERENCE 2025



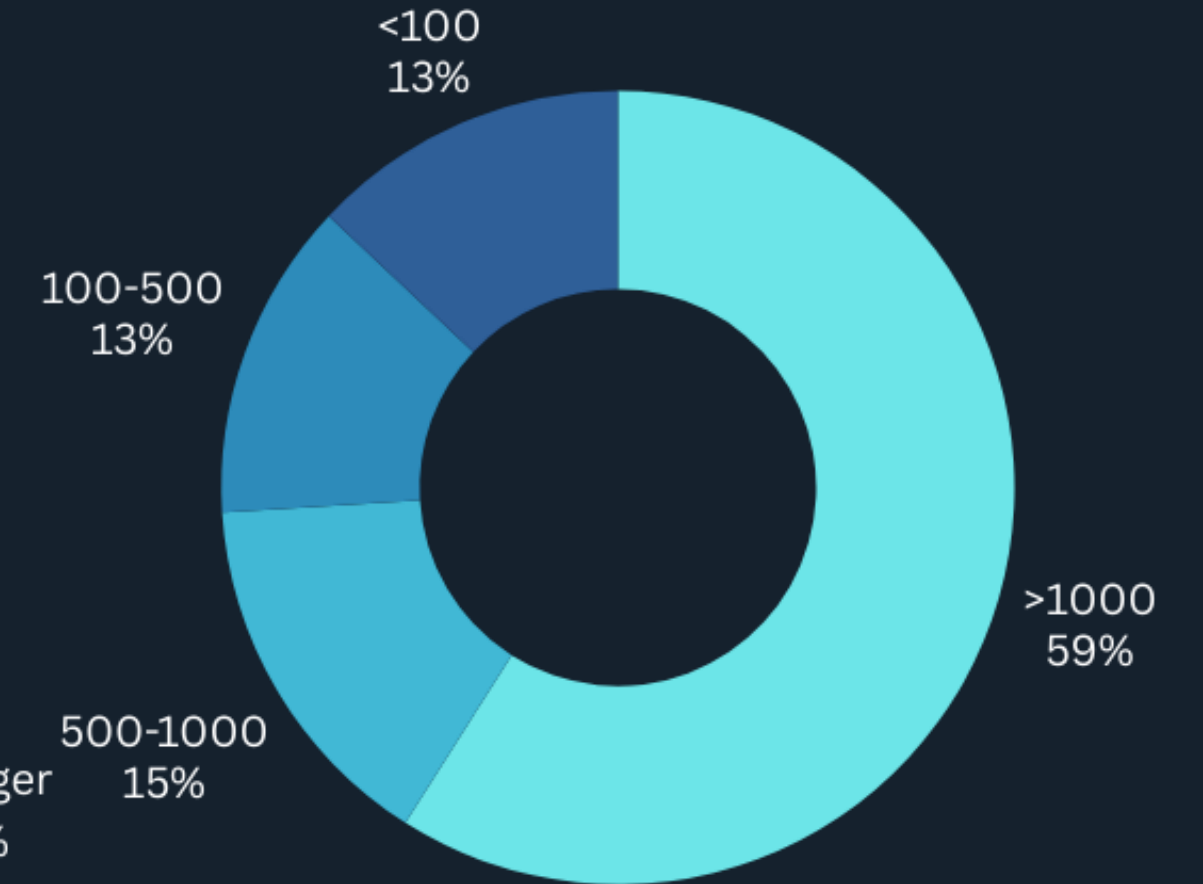
MPC 2024 PARTICIPANTS PROFILE



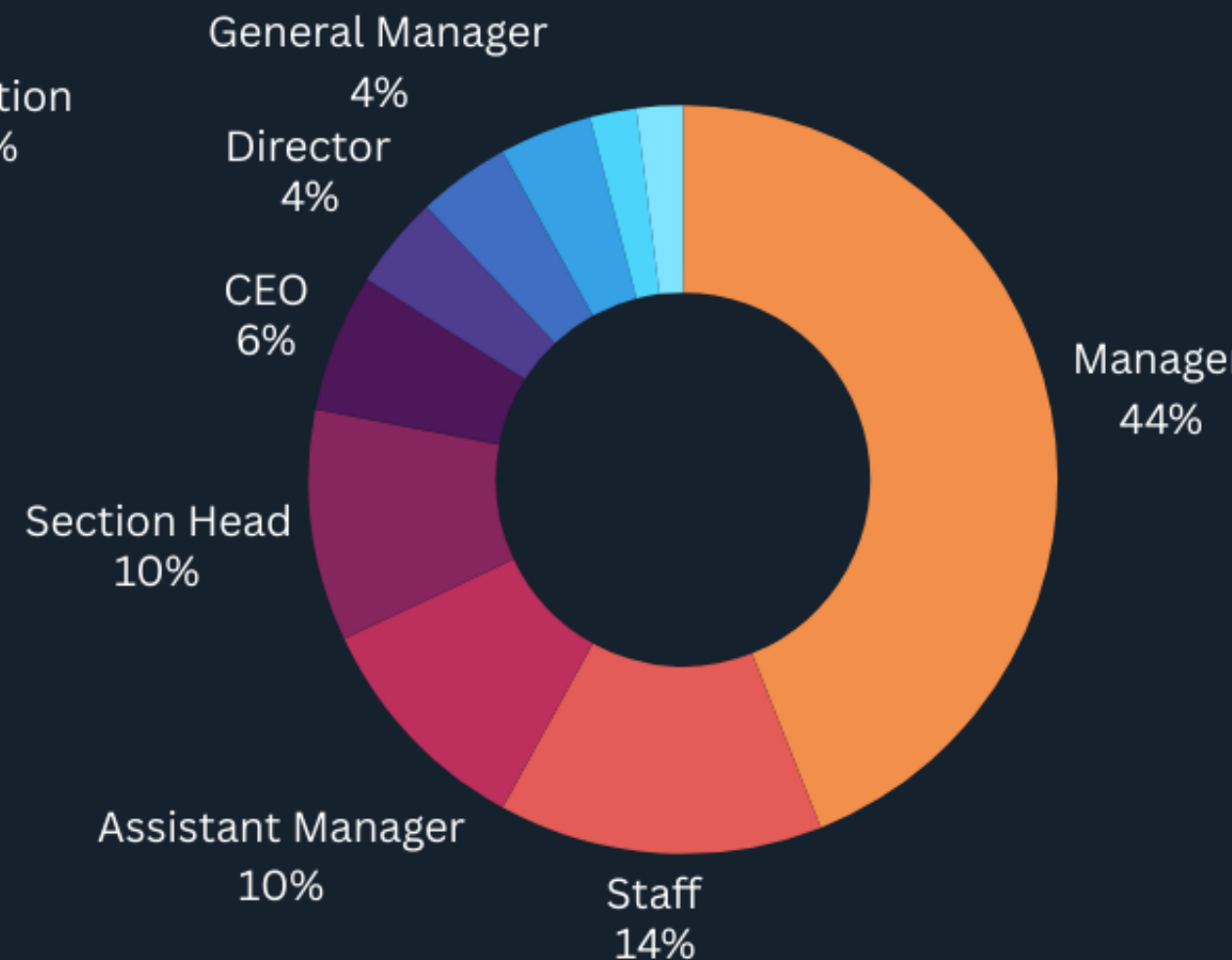
TYPE OF INDUSTRY



SIZE OF COMPANY



JOB TITLE



MPC 2024 PARTICIPANTS





Roger Wang
Asia Caucus Lead



H.E Retno Marsudi
Menteri Luar Negeri



Hermawan Kartajaya
Founder & Chair of MCorp



Y.W. Junardy
President of ICGN



•HAKUHODO•

Prompohn Dee
Associate Director



Jacky Mussry
CEO MarkPlus Institute



Iwan Setiawan
CEO MarkPlus Inc



Wisnu P. Aji
Head of Strategy & Planing



Prof Hooi Den Huan
Tri-Founder



Marial Irma
Director Corporate Affairs



Elvira Jakub
Head of Industry



Garry Limanata
CO-Founder



Sari Istiani
Director Sales & Marketing



Mellisa Astri
Director of Merchandising



Dr Zokhri Idris
Managing Partner

MPC 2024 SPONSORS

Key Partner:



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Strategic Partners:



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Powered by:



Supported by:



Green Partners:



visit: markplusconference.co



IMPACT
NOW!

OPENING SESSION



MARKPLUS
CONFERENCE
2025





MarkPlus, Inc. recognizes and awards prestigious and respected marketers in Indonesia who have shown remarkable “marketing spirit” and made a great impact on a company’s recent performance. This well-celebrated award not only serves as recognition and acknowledgement, but also as an encouragement and inspiration for other marketers in Indonesia to aim higher and achieve.



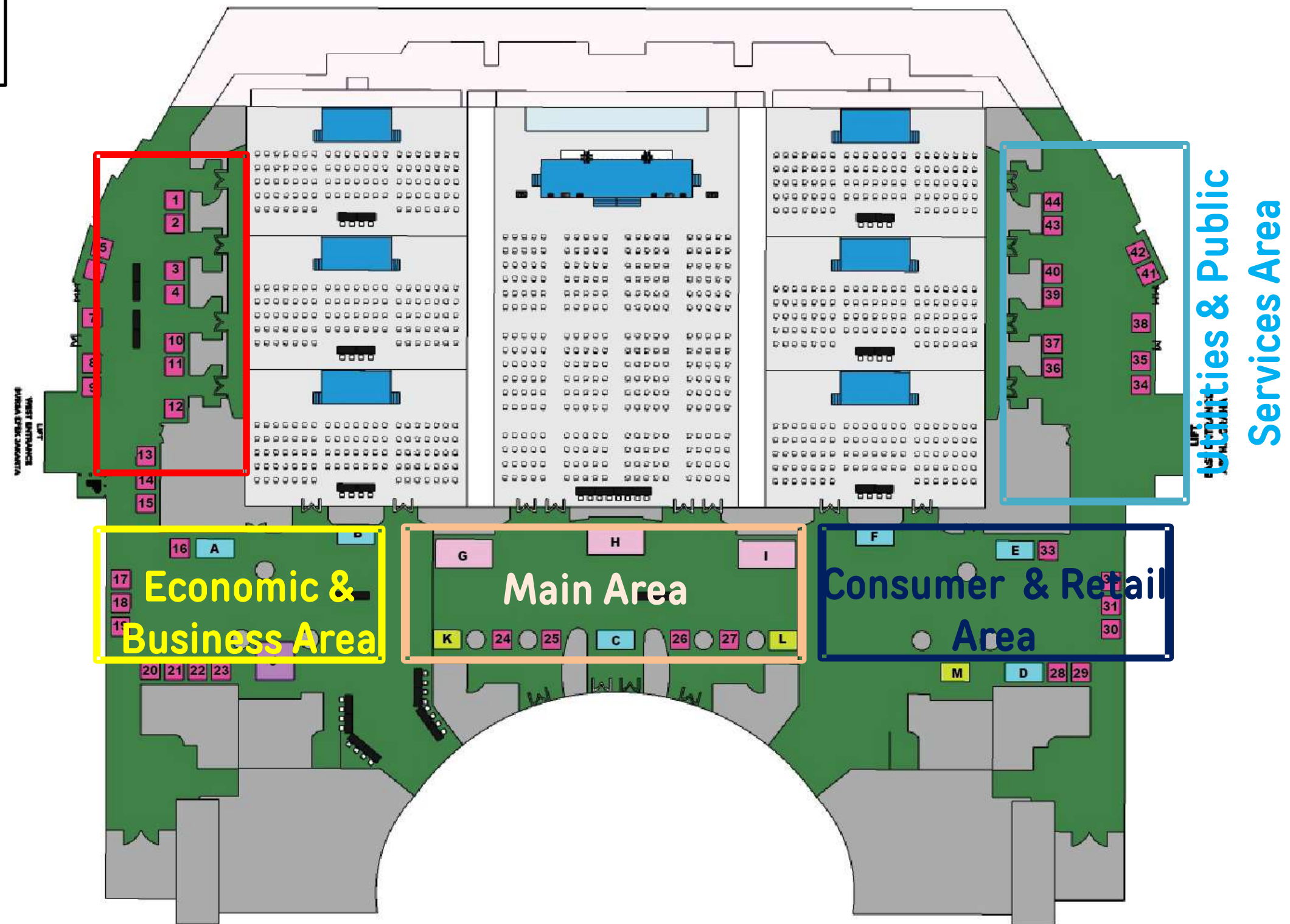




MPC 2025 BOOTH LAYOUT

BOOTH SIZE

- 2X2
- 4X2
- 6X3
- 3X2
- 4X4



Benefits

KEY PARTNER

USD 61739

(Exclude VAT 11%)

1. Logo will be appearing in KEY PARTNER. Pre-Event: (e-brochure, ticket (qty: 5000), display ad Marketeers magazine, website (markplusconference.co)).
2. Event: LED/backdrop, standing banner
3. Key partner booths with space 6x3 meter
4. Special session at The MarkPlus Conference 2025 (Main Stage – All Ballrooms)
5. Brochure/souvenir insertion in goodie bag
6. 50 VIP ticket the MarkPlus Conference 2025
7. 150 complimentary ticket the MarkPlus Conference 2025
8. 2 pages advertorial on marketeers mag (1x)
9. 1 page Display ad on Marketeers mag (3x)
10. Standard web banner size 300x250 pixel (6 months)
11. 20 user for Marketeers e-mag subscriptions (1 year)

Benefits

PLATINUM PARTNER

USD 46300

(Exclude VAT 11%)

1. Logo will be appearing in MarkPlus Conference advertising and promotional materials as PLATINUM PARTNER. Pre-Event: (e-brochure, ticket (qty: 5000), display ad Marketeers magazine, website (markplusconference.co).
2. Event: LED/backdrop, standing banner
3. Key partner booths with space 6x3 meter
4. Special session at The MarkPlus Conference 2025 (Main Stage – Ballroom 2)
5. Brochure/souvenir insertion in goodie bag
6. 40 VIP ticket the MarkPlus Conference 2025
7. 100 complimentary ticket the MarkPlus Conference 2025
8. 2 pages advertorial on marketeers mag (1x)
9. 1 page Display ad on Marketeers mag (3x)
10. Standard web banner size 300x250 pixel (6 months)
11. 20 user for Marketeers e-mag subscriptions (1 year)

Benefits

GOLD PARTNER

USD 25000

(Exclude VAT 11%)

1. Logo will be appearing in MarkPlus Conference advertising and promotional materials as GOLD PARTNER. Pre-Event: (e-brochure, ticket (qty: 5000), display ad Marketeers magazine, website (markplusconference.co).
2. Event: LED/backdrop, standing banner
3. Key partner booths with space 4x4 meter
4. Special session at The MarkPlus Conference 2025 (Main Stage – Ballroom 2)
5. Brochure/souvenir insertion in goodie bag
6. 40 VIP ticket the MarkPlus Conference 2025
7. 100 complimentary ticket the MarkPlus Conference 2025
8. 2 pages advertorial on marketeers mag (1x)
9. 1 page Display ad on Marketeers mag (3x)
10. Standard web banner size 300x250 pixel (6 months)
11. 20 user for Marketeers e-mag subscriptions (1 year)

Benefits

SILVER PARTNER

USD 18520

(Exclude VAT 11%)

1. Logo will be appearing in MarkPlus Conference advertising and promotional materials as SILVER PARTNER. Pre-Event: (e-brochure, ticket (qty: 5000), display ad Marketeers magazine, website (markplusconference.co).
2. Event: LED/backdrop, standing banner
3. Key partner booths with space 4x4 meter
4. Special session at The MarkPlus Conference 2025 (Main Stage – Ballroom 1/3)
5. Brochure/souvenir insertion in goodie bag
6. 30 VIP ticket the MarkPlus Conference 2025
7. 50 complimentary ticket the MarkPlus Conference 2025
8. 2 pages advertorial on marketeers mag (1x)
9. 1 page Display ad on Marketeers mag (3x)
10. Standard web banner size 300x250 pixel (6 months)
11. 20 user for Marketeers e-mag subscriptions (1 year)

Benefits

BRONZE PARTNER

USD 12346

(Exclude VAT 11%)

1. Logo will be appearing in MarkPlus Conference advertising and promotional materials as BRONZE PARTNER. Pre-Event: (e-brochure, ticket (qty: 5000), display ad Marketeers magazine, website (markplusconference.co).
2. Event: LED/backdrop, standing banner
3. Key partner booths with space 4x4 meter
4. Special session at The MarkPlus Conference 2025 (Main Stage – Ballroom 1/3)
5. Brochure/souvenir insertion in goodie bag
6. 20 VIP ticket the MarkPlus Conference 2025
7. 40 complimentary ticket the MarkPlus Conference 2025
8. 2 pages advertorial on marketeers mag (1x)
9. 1 page Display ad on Marketeers mag (3x)
10. Standard web banner size 300x250 pixel (6 months)
11. 20 user for Marketeers e-mag subscriptions (1 year)



BOOTH & LOGO ONLY

USD 4700

(Exclude VAT 11%)

Size 2x2M
Space Only



SPONSORSHIP CONFIRMATION FORM



Company Name :
 Address :
 Contact :
 Phone :
 E-mail :

Herewith, on behalf of the company mentioned above, I agree to be the sponsor of **MarkPlus Conference 2025** as :

KEY PARTNER
 With total sponsorship value of IDR 1,000,000,000
 (Excluding Tax)

PLATINUM PARTNER
 With total sponsorship value of IDR 750,000,000
 (Excluding Tax)

GOLD PARTNER
 With total sponsorship value of IDR 400,000,000
 (Excluding Tax)

SILVER PARTNER
 With total sponsorship value of IDR 300,000,000
 (Excluding Tax)

BRONZE PARTNER
 With total sponsorship value of IDR 200,000,000
 (Excluding Tax)

CORPORATE PACKAGE

BOOTH & LOGO ONLY
 With total sponsorship value of IDR 75,000,000
 (Excluding Tax)

Jakarta, _____ 2024

Term & Conditions Payment:
 100% payment before event (min 7 days before event)

Kindly transfer the payment of sponsorship to:
 Bank Name : Bank BCA
 Account Number : 3083028676
 Account Name : PT MarkPlus Indonesia

 (Signature and full name of person-in-charge)



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SPONSORSHIP CONFIRMATION FORM



**FOR FURTHER INFORMATION,
PLEASE CONTACT US:**

**MARTHA
+62813 2577 3339
MARTHA@MARKETEERS.COM**

**EightyEight@Kasablanka, 8th Floor
Jalan Raya Casablanca Nomor 88
South Jakarta 12870**