



# CELEBRATING 30 YEARS OF REMARKABLE ACHIEVEMENTS



## 30 YEARS OF REDEFINING EVENTS AND BRAND ACTIVATION

01

INTERNATIONAL  
GOLD STAR FOR  
QUALITY  
  
(World Quality  
Commitment, Paris  
2012)



GOLD IN INTERNAL  
EMPLOYEE  
COMMUNICATION  
EXCELLENCE IN  
PUBLIC RELATIONS  
  
(Advertising + Marketing  
Magazine's. 2013)



SILVER IN  
CORPORATE  
COMMUNICATION  
EXCELLENCE IN  
PUBLIC RELATIONS  
  
(Advertising +  
Marketing Magazine's.  
2013)



TOP 5 P.R.  
AGENCY OF THE  
YEAR 2013  
  
(Advertising +  
Marketing Magazine)



TOP FIVE 'BEST  
EMPLOYEE  
ENGAGEMENT  
STRATEGY'  
  
(Loyalty &  
Engagement  
Awards 2014)



06

GOLD AWARD,  
'EXCELLENCE IN  
GOVERNMENT  
SECTOR  
MARKETING'  
  
(Marketing  
Excellence Awards  
2014)



# INNOVATIVE VISIONARY DYNAMIC

## OUR PROFESSIONAL SERVICES

### EVENTS & ACTIVATION



Business Events & Activation	Destination & Incentive Events	Private & Social Events
Annual Dinners	Team Building	Thematic Wedding & Dinners
Gala Dinners	Family Days / Carnival	Gala Birthdays & Anniversaries
Award Ceremony	Incentive Trips	Specialty Private Events
Exhibitions	International / Outbound Events	Sporting Events
Launch Events / Openings	International Conferences,	Sports Day
Conferences	Seminars & Meetings	Tournaments
Conventions	Corporate Excursions	Runs Management
Seminars / Webinars	Treasure Hunts	Thematic Parties
Brand Roadshows	Amazing Race Challenges	Concerts & Live Events
Corporate Meetings	Cruise Events & Incentives	Festivals
Business Summit / Meetings	Specialty Trips / Events	Carnivals
Live Streaming /	Multiple Cities Travel / Events	FB Live Events & Engagements
Online Meetings		Social Gatherings
PR Engagements		
Town Halls		

**ENTERTAINMENT & TALENT MANAGEMENT** 



Live & Recorded Events / Show Production

Professional Entertainers Management

Local & International Talents, Performers & Artist complete management

Event Talent turn key management

Professional Talents Engagements & Management

Video & Ad Production Talent Management



**REDEFINE  
YOUR BRAND  
& EVENTS**

# MAXIMIZE YOUR REACH



**PR & SOCIAL MEDIA CONSULTATION & MANAGEMENT**

Public Nomination Launch Ceremony 27th February 2014

Complete Event PR Services & Management

PR Strategies Conceptualization & Management

Corporate / Brand Branding & Activation

Social media campaigns

FB Ads & Social Sponsors Ads Management & Monitoring

Media Management & Monitoring

Engagement Programs Conceptualization & Management

On Ground in trend Activation.

**define**<sup>®</sup> International Sdn. Bhd.



**CREATIVE DESIGNING & PRODUCTION**

Conceptual Designing

Thematic Conceptualization

Multimedia & Video Production

Event / Campaign Video & Creative Production

Mapping / Launch Gambit Production

Props & Materials Production

3D Designing

Event Production

Professional Corporate Video Production

Live Events Creatives / Video Production

Thematic & Festive Creative Designing & Production

# CONCEPTUAL MILESTONES & MEMORIES

# DELIVERING QUALITY & EXCELLENCE

## THE DEFINERS & ISO CERTIFIED

**'If it needs to be done, it has to be done'**, this quote has been & will always be our daily mantra and work principle. Seeking to ensure the standards of our delivery becomes a benchmark in the event management industry, our team of dedicated professionals would walk the extra mile to achieve the perfect delivery and to ensure the success of every project undertaken. This strong and dedicated belief inculcated among our 'Definers' can be witnessed with the number of renown clients that have been with us for more than 10 years and counting.

In our pursuit to ensure the utmost highest standard of delivery and practice is displayed all the time, Define International embarked on a long and strenuous effort of achieving the esteemed ISO 9001/2008 status. We are proud to announce that as of early 2014, we have achieved the status of a professional ISO delivery organization with outstanding success. Today, Define International Sdn. Bhd. is among a handful if not the only UKAS fully certified ISO 9001/2008 status company in the event industry in Malaysia.



### PRESIDENT OBAMA VISIT CERTIFICATE OF APPRECIATION

The outstanding manner and professionalism delivered for the milestone event for the President of the United States of America, Define International & Mr. Andrew Anthony was awarded with the highest accolade & appreciations from the White House Agency. This truly one of a kind event which required detailing and precise planning which is second to none, will always be a proud milestone in the Defines Legacy.



### TOP 10 MALAYSIA

With the numerous awards won & presented together with the admirable repertoire of having over 3000 renowned clients over 2 decades, Define was selected as the country's Top 10 most successful and recognized Event Consultation & Management Company. It's a well deserving recognition to our true pillars of delivery, the Definers!

# RECOGNITION BEYOND BORDERS

# MARKING & STAMPING IT RIGHT !

## OFFICIALLY TRADE MARKED

In our pursuit of perfection and to ensure our work & our clients interest are always well protected, we embarked on another long & tedious process of officially trademarking our brand & creative work.

In 2016, we officially secured our trademark with much pride and accomplishment. Another proud milestone in the Define's legacy and journey to live up to our principals and passion.

Through this certification, we can now ensure and showcase the fact that we take our clients interest and work with the highest regards and honor. We have gone the extra mile and beyond to ensure all interest are well protected as we embark in perfecting our delivery and work continuously.

We must say, we couldn't have achieved it without the admirable support from our clients who are now our dear friends too.

Thank you.



**NOT JUST  
CLIENTS,  
PARTNERS.**



# ACTIVATE BEYOND BORDERS





# A JOURNEY OF DREAMS & AMBITIONS

GET  
**DEFINED**  
ONLINE

[www.defineinternational.com](http://www.defineinternational.com)



THANK YOU



LETS  
CONNECT &  
GET DEFINED !

click on link / pic to reach our definers

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