

Customer Experience (CX) Summit 2023

Sponsorship Packages and Opportunities



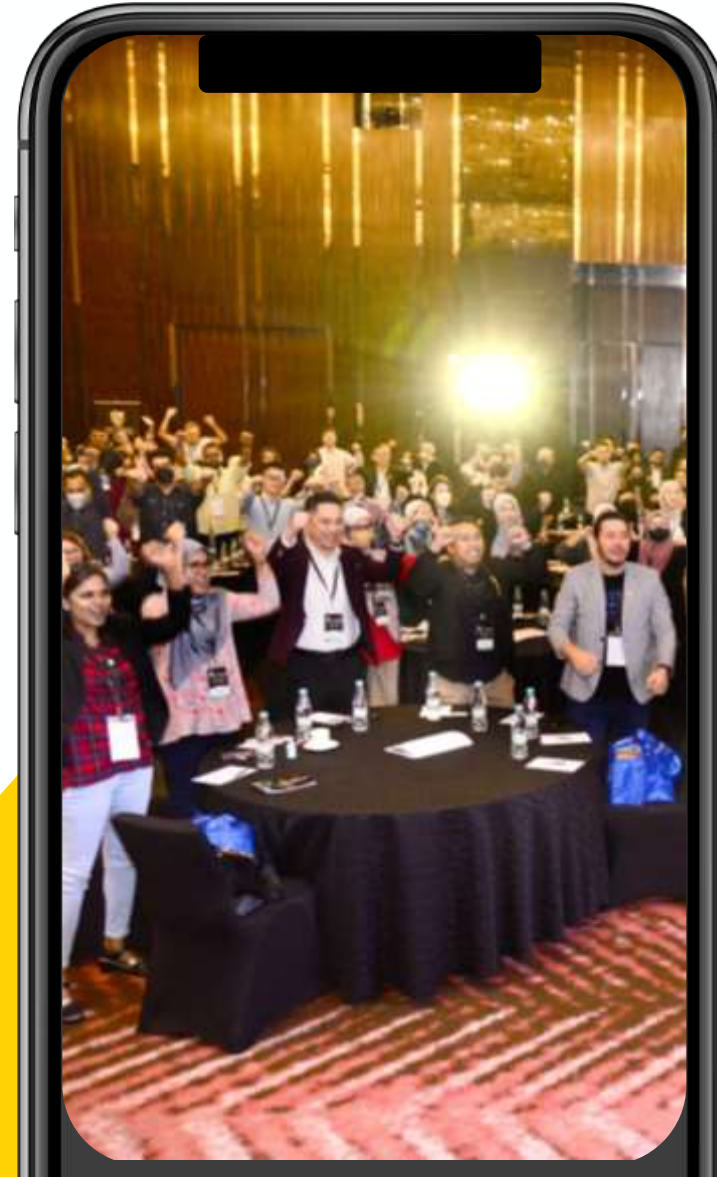
<https://cxsummit.com.my/>



Organized By:
CCAM

Topics

- **CCAM - Contact Centre Association of Malaysia**
 - About CCAM
 - Flagship Events Y2023
- **CX Summit 2023**
 - Overview
 - Event highlights
 - Speakers' profile
 - Venue profile
- **Becoming A Sponsor**



Introduction to CCAM

The Contact Centre Association of Malaysia (CCAM) is a non-profit organization and was inaugurated in September 1999. Since then, we have been at the forefront of developing the local CRM and contact centre industry in Malaysia as a strategic think-tank, an educational platform, and a progressive establishment geared towards constantly improving the caliber of industry professionals.



Malaysia possesses admirable infrastructure, a strong economic environment, an affordable yet high value human resource base, a stable social political climate, strong government initiatives and a host of customized investment incentives to make it one of the most attractive global hubs in this region.



The main aim of the CCAM is to bring about multiple benefits for its members by acting as an interface between users and suppliers and to develop a platform for a Contact Centre ecosystem that thrives, locally and internationally into a globally recognized regional hub.



In order to evangelize the Malaysian contact centre industry and to further enhance the capabilities within our industry, CCAM has embarked on an exciting plans to increase the industry's competitiveness phase by supporting its members through series of skills enhancement training, professional certification, industry awards and knowledge pursuit programs.

Flagship Events

12th National Contact Centre
Conference (NCCC)

22 Jul 2023

CCAM's Annual Industry Excellence
Awards & Gala Dinner

8 Sep 2023

Apr–Sep 2023

CCAM's Annual National Contact
Centre Awards

28 - 30 Nov 2023

**8th CX Summit, with CC-APAC
Regional Gathering & Awards**



CX Summit 2023





Overview of the 8th CX Summit 2023

A Prism

Is known to separate light that passes through it into different colours.

Similarly, in today's business, that same role of prism is acted upon by Customer Experience (CX) to propel and uplift businesses for that colour and appeal in the marketplace. CX has the ability to communicate the brand values, making the needed impressions and in the process, helping consumers make that choice!



29 to 30 November 2023



Sunway Resort Hotel, Petaling Jaya



Scope:

- ❖ speaker presentations,
- ❖ panel discussions,
- ❖ workshop,
- ❖ showcase booth in a mini-EXPO set-up,
- ❖ business networking opportunities (*inc. cocktail reception for sponsors & leaders*)
- ❖ Extended into CC-APAC Regional Gathering & Awards 2023 (to be held on 28 – 30 November)



500-600 pax

from both Malaysia and the greater APAC region



CX Summit – Transformation Accelerated

Event Highlights

01

**CCAPAC Regional
Leaders Meeting**

02

**CCAPAC Regional
Awards**

03

**Well-Known
Industry Speakers**

04

**Thought-Leader
Speaker
Presentations**

- Future trends
- Real case studies

05

**Site visit to
Malaysia-leading
CX Centres**

- with top-notch CX services

06

**Landmark
Announcement**

07

**Panel
Discussions &
Fireside Chat**

- Event & audience relevant

08

**Workshop
(CX Summit only)**

- World Café like
- Speed dating model

09

**Showcase Booth via
Mini-EXPO format**

- “CX – Making Connection”

10

**Business
Networking
Opportunities**

- Meal and Break time
- Networking Cocktails



Speakers & Thought Leadership



Shep Hyken

CSP, CPAE
Shepard Presentations LLC;
New York Times & Wall Street
Journal best-selling CX author



Nienke Bloem

CX Partner Trainer of
Netherlands CXPA;
Customer Experience Speaker &
Educator



Scott Friedman

Global Speaking Fellow
Friedman & Associates,
former President of the National
Speakers Association (NSA)



Manoj Menon

Founder & CEO
Twimbit



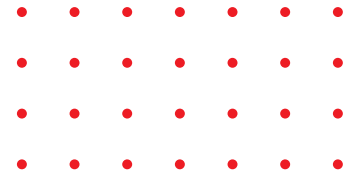
George Aveling

Consultant, former CEO
Tack TMI Consultancy Sdn Bhd

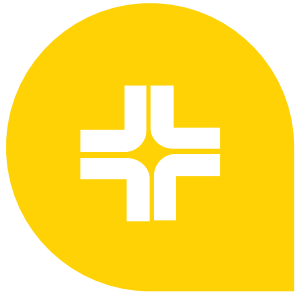


Lau Yin May

Group Chief Marketing & Customer
Experience Officer (GCMCXO)
Malaysia Aviation Group



Leaders across the core functions:



Meeting The
Leaders



Customer Experience



Marketing



**Customer Services &
Contact Centre**



Human Resources



Digital & IT



Members of CC-APAC



With focus around
**CXO, Vice
President/Director/
GM, Head of
Department,
Managers & above**



The Venue

Sunway Resort Hotel, Petaling Jaya



- Sunway City – one of the region's leading destinations with exclusive combination of world-class facilities and curated spaces to elevate every stay.
- Located in the heart of Sunway City, it is only 30 minutes' drive away to Kuala Lumpur - Asia's leading fully-integrated premier hospitality and entertainment destination.
- A world-class meeting & conference venues with more than 360,000 square metres, close to 1,500 hotel rooms and suites, as well as indulgent dining options for business networking opportunities.

Sunway Resort City

**Best premier destination in Malaysia
with top-notch sensational experiences**





Becoming a Sponsor



Why Become a Sponsor



Establish Your Thought Leadership



Generate Quality New Leads



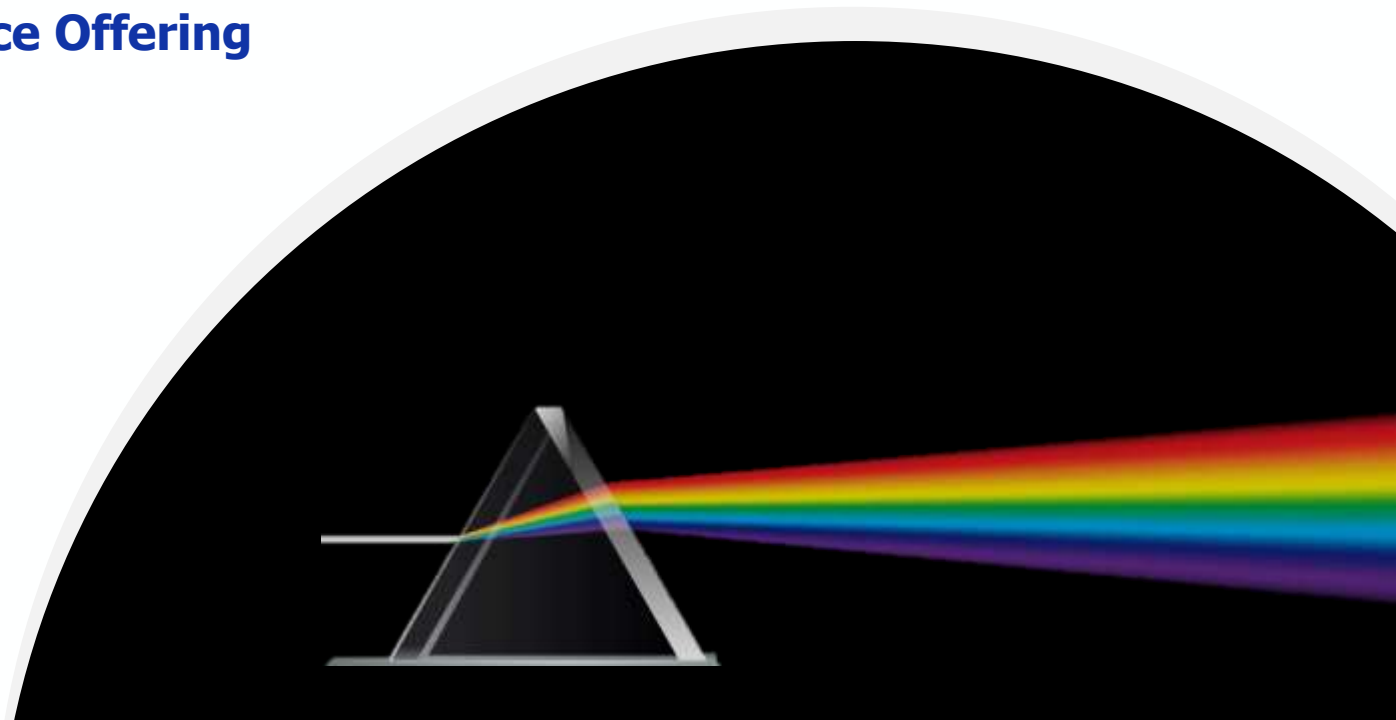
Promote Your Products & Service Offering



Increase Brand Recognition



Network, Collect Intelligence & Forge Key Relationships



Category of Sponsorship

No.	Sponsorship Categories	Benefits	
1	Platinum	<ul style="list-style-type: none">• 1 Keynote Speaker (30-35 mins) per event<ul style="list-style-type: none">❖ Additional 1 panelist or Table Moderator at CX Summit• Top-size Branding on all areas (size-XL)• 5 complimentary conference passes• Differentiated showcase area	<ul style="list-style-type: none">• Database from event (name, designation, contacts)• Business networking cocktails & engagement• Three (3) customized EDM to CCAM database• 2024 CCAM Annual Membership
2	Gold	<ul style="list-style-type: none">• 1 Topical speaker (20-25 mins) per event• 2nd largest branding reference (size-L)• 4 complimentary conference passes• Prioritized showcase booth	<ul style="list-style-type: none">• Database from event (name, designation, contacts)• Business networking cocktails & engagement• One (1) customized EDM to CCAM database• 2024 CCAM Annual Membership

Category of Sponsorship

No.	Sponsorship Categories	Benefits
3	Silver	<ul style="list-style-type: none">• One (1) panel discussion representative or Table Moderator role• Branding reference on all areas (size-M)• Showcase booth• Three (3) complimentary conference passes
4	Associate	<ul style="list-style-type: none">• Branding reference on all areas (size-S)• Showcase booth• Two (2) complimentary conference passes
5	Showcase	<ul style="list-style-type: none">• Branding reference on all areas during event (size-S)• Showcase booth• One (1) complimentary conference pass
6	Branding	<ul style="list-style-type: none">• Branding Reference on all key areas (size-S)• One (1) complimentary conference pass

Packages & Benefits

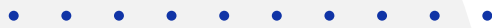
Sponsorship Categories	Pricing	No of Sponsors Accepted
Platinum	USD\$ 25,000/-	3 (max)
Gold	USD\$ 20,000/-	5 (max)
Silver	USD\$ 12,000/-	6 (max)
Associate	USD\$ 8,000/-	8 (max)
Branding & Showcase	USD\$ 6,000/-	8 (max)
Branding	USD\$ 3,000/-	10 (max)

Additional Benefits



Longer term branding

- Branding & market visibility between Sep to Dec 2023
- Brand visibility on event/association-related communication platform
- An opportunity into Y2024 business opportunities as well as earn quick-wins in 2H2023



- CX Summit event site
- CCAM website
- Weekly/Bi-weekly EDM from Sep to Dec 2023
- Social media blast every 2 weeks via:-
 - CCAM Facebook
 - CCAM LinkedIn



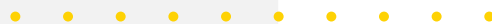
Extended Brand presence

(pre & post event)



Platinum & Gold sponsors

- Platinum: Three (3) product/service write-ups via EDM between Sep to Dec 2023
- Gold: One (1) product/service write-ups via EDM between Sep to Dec 2023
- Database of attendees from CX Summit; with name, designation, company & contacts



Becoming A Sponsor

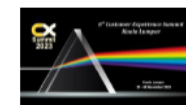
- Fill up **the pledge form** (attached in email)
- Interested parties are to fill in the needful information and send it back to CCAM Secretariat by no later than 31 October 2023 – *subject to slot availability*.
- First entries will be prioritized as there are limited spaces for both Platinum and Gold sponsorship.



Contact Centre Association of Malaysia (CCAM)
Formerly known as Association of Customer Experience Industry of Malaysia (ACE)
(Reg. No. PPM-001-10-04071999) (GST CBP Reg. No. 000696245120)

CCAM Secretariat, Unit H-09-03, Block H, Plaza Kelana Jaya, Jalan SS7/13A, Kelana Jaya,
47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia.
Telephone: 603-7874 5580 Email: ccam_secretariat@ccam.com.my
Website: <http://www.ccam.com.my>

SPONSORSHIP – CX SUMMIT 2023



SPONSORSHIP PLEDGE FORM

<input type="radio"/> PLATINUM SPONSORSHIP USD\$ 25,000/- (excluding SST charges)	<input type="radio"/> GOLD SPONSORSHIP USD\$ 20,000/- (excluding SST charges)
<input type="radio"/> SILVER SPONSORSHIP USD\$ 12,000/- (excluding SST charges)	<input type="radio"/> ASSOCIATE SPONSORSHIP USD\$ 8,000/- (excluding SST charges)
<input type="radio"/> SHOWCASE SPONSORSHIP USD\$ 6,000/- (excluding SST charges)	<input type="radio"/> BRANDING SPONSORSHIP USD\$ 3,000/- (excluding SST charges)

Note: SST charges is applicable to local Malaysian business exchanges based on local statutory guidelines. The invoice will add 6% to the above mentioned sponsorship fees.

Company Name:			
Contact Person:			
Designation:			
Contact no.: (Tel)		Mobile:	
Contact no.: (F)			
Email:			
Company Website:			
Company Facebook:			

Kindly make your payment to:-

Preferred payment method:	IBG
Bank Name:	Malayan Banking Berhad
Bank Address:	Ground Floor, Block C, Kompleks Pejabat Damansara, Jalan Dungun, Damansara Heights, 50490 Kuala Lumpur, Malaysia
Bank Account Number:	5143-2913-6216
Bank Swift Code:	MBBEMYKL
Beneficiary Name:	CRM & CCAM
Beneficiary Registration No.:	00370
Beneficiary Address:	Unit H-09-03, Block H, Plaza Kelana Jaya, Jalan SS7/13A, 47301 Petaling Jaya, Selangor Darul Ehsan, Malaysia

Please email us the proof of payment (remittance advice) to ccam_secretariat@ccam.com.my.

Any cancellation of the event for any unforeseen circumstances will allow for a refund of the sponsorship.

For more information, please call Mr. Vigneswaran Sivalingam (Chairperson, CX Summit 2023) at +6012-300 0274, Ms. Manju Thavamoney (Executive Director, CCAM Secretariat) at +6019-860 1154 or Ms. Azra Mustafa (Event Manager & Coordinator, CCAM Secretariat) at +6011-1281 4010.



Key Contacts

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Chairperson of the CX Summit 2023



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Executive Director, CCAM Secretariat



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Marketing, Events & Communications Manager & Coordinator, CCAM Secretariat



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azra@ccam.org.my

For more information, please contact us at:



cxsummit@ccam.org.my



Thank you

This year's CX Summit by CCAM is themed "Transformation Accelerated" and coupled together with CCAM's rights in organizing the CC-APAC Regional Gathering & Awards 2023.

We expect a bigger participation at this year's Summit through our regional alliances as well as a well-established follow up from past year's success. The Summit has always anchored on authentic rich content via real case studies and reputable speakers with latest thought-leadership as well as creating an interactive & engaging single stream sessions for people to connect – this year will be no different! Sponsors have always benefitted with our inclusivity and open platforms of engagement which we see as a key in our partnership.

We have chosen the theme of "Transformation Accelerated" in recognition of the realities of today's world through the rise of artificial intelligence everywhere. The theme will set the conversations at the Summit in design to benefit the audience for their transformation programs in the coming year of 2024.

Come join in building up CX in Malaysia and the APAC overall through CX Summit 2023!

Vigneswaran Sivalingam

Organizing Chair of CX Summit 2023

President of CCAM