

Customer Experience (CX) Summit 2024

Sponsorship Packages and Opportunities



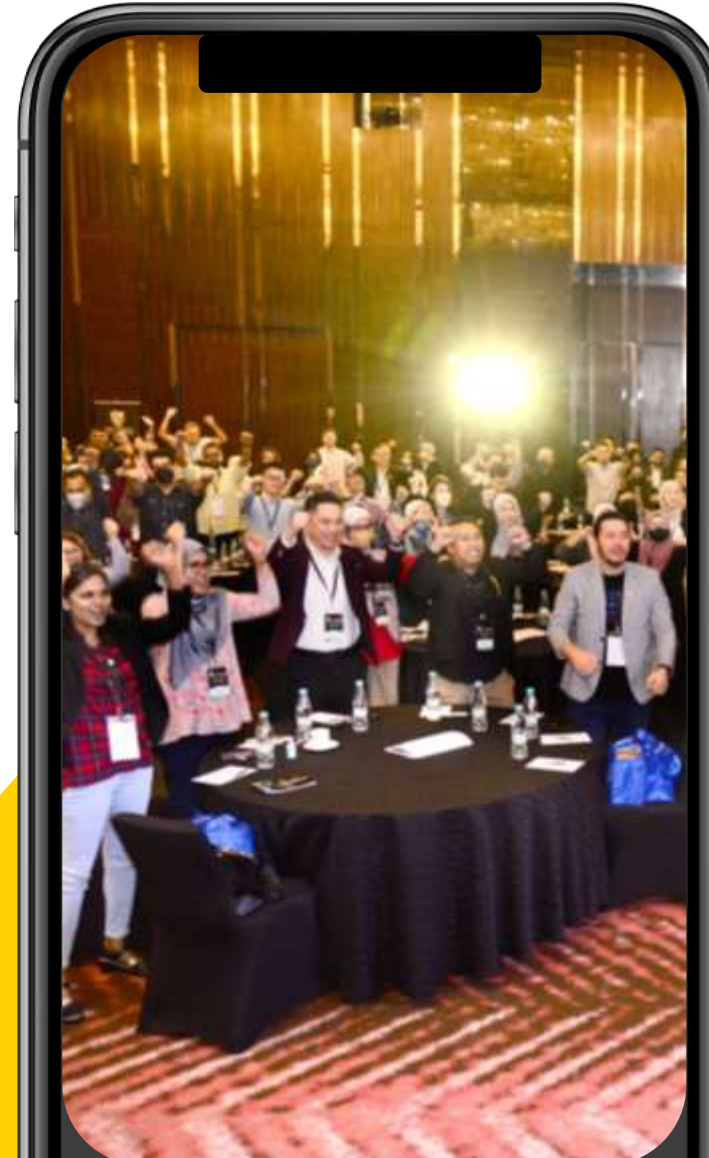
<https://cxsummit.com.my/>



Organized By:
CCAM

Topics

- **CCAM - Contact Centre Association of Malaysia**
 - About CCAM
 - Flagship Events Y2024
- **CX Summit 2024**
 - 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 CX & Digital 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)

21 May 2024 (completed)

CCAM's Annual Industry Excellence Awards & Gala Dinner

27 September 2024

Apr–Sep 2024 (on-going)

CCAM's Annual National Contact Centre Awards

13-14 November 2024

9th Customer Experience (CX) Summit



Customer Experience (CX) Summit 2024





Overview of the 9th CX Summit 2024

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!



13 & 14 November 2024



Sunway Resort Hotel, Petaling Jaya



Scope:

- ❖ Speaker presentations
- ❖ Panel Engagements
- ❖ Mini-workshop, "Meeting of Minds"
- ❖ Showcase of Innovation, in a mini-EXPO set-up,
- ❖ Business Networking opportunities (*inc. cocktail reception for sponsors & leaders*)

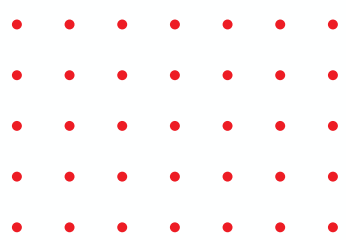


500-600 pax

from both Malaysia and the greater APAC region



CX Summit – The Next Chapter



Event Highlights

01

**Celebrity CX
Speakers**

02

**Thought-Leader
Speaker
Presentations**

03

**Mini-Workshop,
Meeting of Minds**

04

**Panel Discussions
& Fireside Chat**

05

**Landmark
Announcement**

06

**"CX Making
Connection", Mini-
EXPO showcase**

07

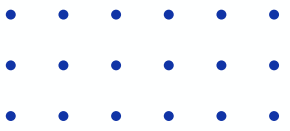
**Business
Networking
Opportunities**

08

**VVIP Attendance
(Minister)**

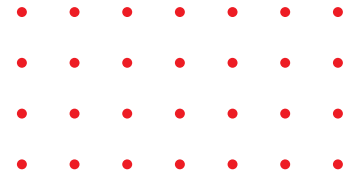
- Launch of CX Chapter
- CX Stars Classification
- Government Partnerships

- Meal and Break time
- Networking Cocktails



Speakers & Thought Leadership

- Global Leading Speakers in CX
- Thought Leadership in Human Resources
- Sponsor Speakers – Digital Capabilities
- Regional & Domestic CX Practitioners with real case studies



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



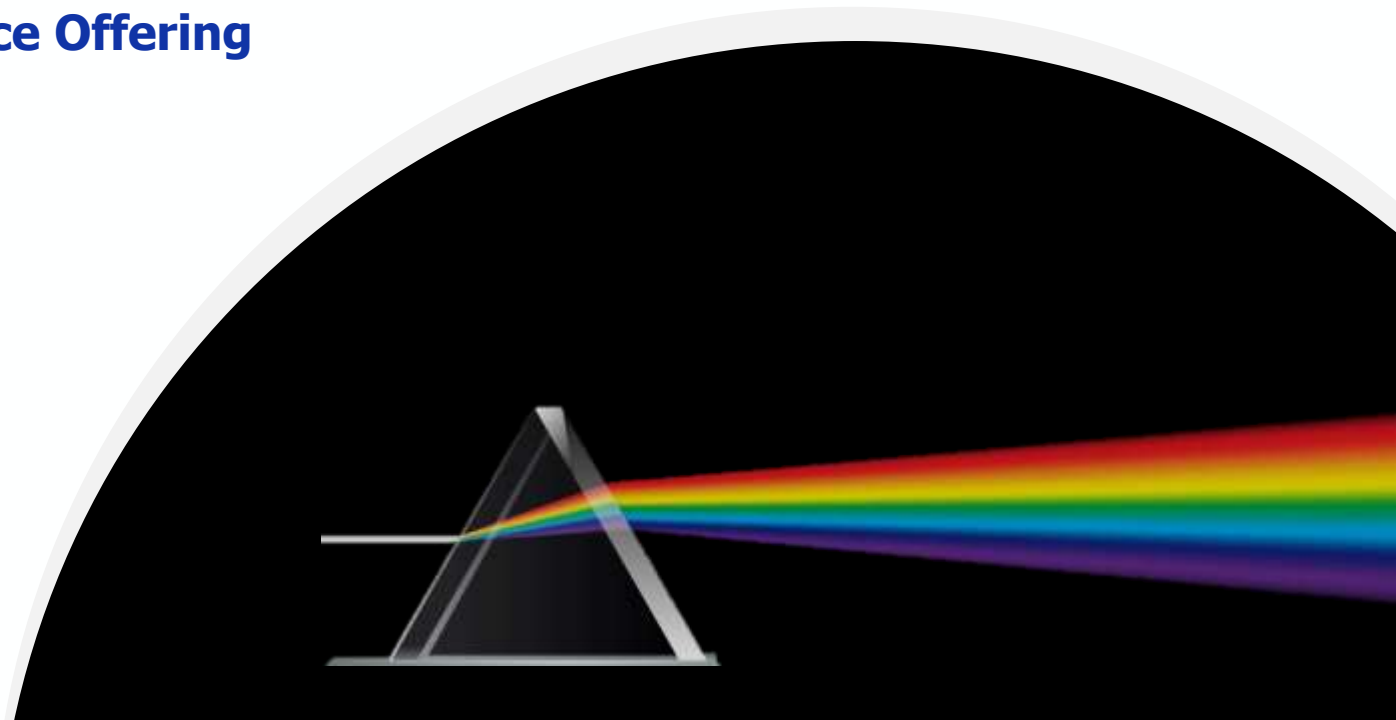
Promote Your Products & Service Offering



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)• Six (6) 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• 1- year CCAM Annual Membership (2024/25)
2	Gold	<ul style="list-style-type: none">• 1 Topical speaker (20-25 mins) per event• 2nd largest branding reference (size-L)• Five (5) 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• 1-year CCAM Annual Membership (2024/25)

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	Branding & Showcase	<ul style="list-style-type: none">• Branding reference on all areas during event (size-S)• Showcase booth• One (1) complimentary conference pass

Packages & Benefits

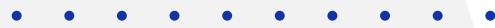
Sponsorship Categories	Pricing	No of Sponsors Accepted
Platinum	USD\$ 25,000/-	3 (max)
Gold	USD\$ 20,000/-	5 (max)
Silver	USD\$ 12,000/-	8 (max)
Associate	USD\$ 8,000/-	8 (max)
Branding & Showcase	USD\$ 5,000/-	8 (max)

Additional Benefits



Longer term branding

- Branding & market visibility between Sep to Dec 2024
- Brand visibility on event/association-related communication platform
- An opportunity into Y2025 business opportunities as well as earn quick-wins in 2H2024



- CX Summit event site
- CCAM website
- Weekly/Bi-weekly EDM from Sep to Dec 2024
- Social media blast every 2 weeks via:-
 - CCAM Facebook
 - CCAM LinkedIn



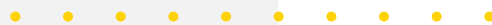
Extended Brand presence

(pre & post event)



Platinum & Gold sponsors

- Platinum: Three (3) product/service write-ups via EDM between Sep to Dec 2024
- Gold: One (1) product/service write-ups via EDM between Sep to Dec 2024
- Database of attendees from CX Summit; with name, designation, company & contacts



Reflecting CX Summit 2023 and our Sponsor Partnerships



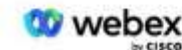
CX Summit Platinum Partners



CX Summit Gold Partners



CX Summit Silver Partners



CX Summit Associate Partner



CX Summit Showcase Partner



Association Partners

Knowledge Partner



Gold Sponsors



Technology Partner



Industry Partner



Regional Alliance



Reflecting CX Summit 2022




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 15 October 2024 – *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)
 (Reg. No. PPM-001-10-04071999) (SST Reg. No. 016-1810-3200044)

Unit H-3-3, Block H, Plaza Kelana Jaya, Jalan SS7/13A, Kelana Jaya, 47301 Petaling Jaya, Selangor
 ccam_secretariat@ccam.org.my 6011 8779 5599
 www.ccam.org.my 00111 5430 5466



SPONSORSHIP PLEDGE FORM

PLATINUM SPONSORSHIP USD25,000
(excluding SST charges)

GOLD SPONSORSHIP USD20,000
(excluding SST charges)

SILVER SPONSORSHIP USD12,000
(excluding SST charges)

ASSOCIATE SPONSORSHIP USD6,000
(excluding SST charges)

SHOWCASE & BRANDING USD5,000
(excluding SST charges)

Note: SST charges is applicable to local Malaysian business exchanges based on local statutory guidelines. 8% will be added to the invoice to reflect these charges.

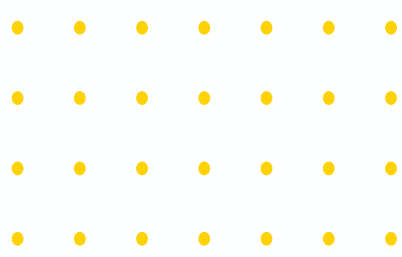
Company Name:	
Contact Person:	
Designation:	
Contact no. : (Tel):	Mobile:
Email:	
Company Address:	
Website:	

Kindly make your payment to:-

Preferred payment method:	IBG
Bank Name:	Malayan Banking Berhad
Bank Address:	Ground Floor, Block C, Kompleks Pejabat Damansara, Jalan Dungan, Damansara Heights, 50490 Kuala Lumpur, Malaysia
Bank Account Number:	5143-2913-6216
Bank Swift Code:	MBSEMYKL
Beneficiary Name:	CRM & CCAM
Beneficiary Registration No.:	PPM-001-10-04071999
Beneficiary Address:	Unit H-05-01, 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.org.my. Any cancellation of the event for any unforeseen circumstances will allow for a refund of the sponsorship.

For more information, please call Mr. Vignaswaran Sivalingam (Chairperson, CX Summit 2024) at +6012-300 0274, Ms. Azza Mustafa (Event Manager, CCAM Secretariat) at +60111-281 4010 or Ms. Marju Thawamoney (CCAM Executive Director) at +6019-060 1154.



Key Contacts

Vigneswaran Sivalingam

Chairperson of the CX Summit 2024

 +6012-300 0274

 Vigneswaran.s@tdcx.com

Manju Thavamoney

Executive Director, CCAM Secretariat

 +60 19-660 1154

 Manju@ccam.org.my

Azra Mustafa

Marketing, Events & Communications Manager & Coordinator, CCAM Secretariat

 +60 11-1281 4010

 azra@ccam.org.my



Thank you

This year's CX Summit by CCAM is themed "The Next Chapter " befitting our interest to reshape the CX industry in Malaysia through the Association's 25th Year Silver Jubilee Anniversary celebrations.

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 "The Next Chapter" in recognition of the need to move forward, embracing intelligent automation, artificial intelligence and the new customer expectations. The theme will set the conversations at the Summit in design to benefit the audience for their transformation programs in the coming year of 2025.

Come join in building up CX in Malaysia and the region through CX Summit 2024!

Vigneswaran Sivalingam

Organizing Chair of CX Summit 2024

President of CCAM

For more information, please contact us at:



cxsummit@ccam.org.my