



2026

OPTIMA MEDIA

Company Profile



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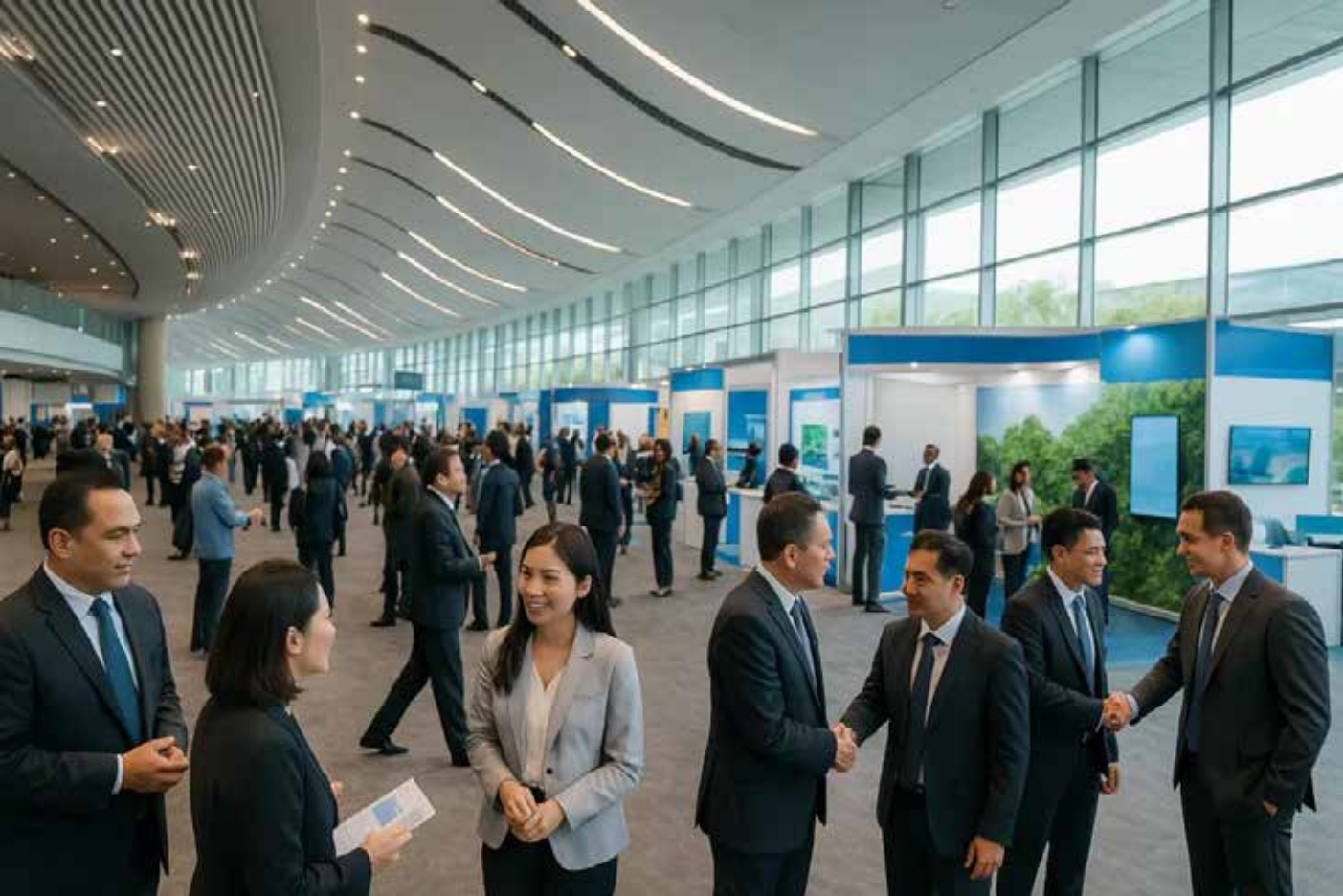
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| Who We Are.

We Are Indonesia's Premier MICE & Business Events Partner.

PT. Optima Kreasi Digital is the strategic engine behind Southeast Asia's most impactful business gatherings. We specialize in the intricate ecosystem of **Meetings, Incentives, Conventions, and Exhibitions (MICE)**. We bridge the gap between global ambition and local execution.

By integrating cutting-edge digital technology, immersive creative design, and flawless logistical management, we transform conventional corporate events into high-ROI business platforms. We don't just run events; we **engineer business outcomes**.



Our Philosophy.

Vision

To be the most trusted catalyst for business growth in Indonesia—where every convention drives industry progress and every exhibition generates tangible commercial value.

Mission

- **ROI-Driven Design:** We measure success by the quality of business connections and leads generated, not just attendance numbers.
- **Seamless Integration:** We merge physical venues with digital platforms (Hybrid Events) to maximize global participation.
- **Operational Excellence:** We ensure zero-friction experiences for exhibitors, sponsors, and delegates, from registration to departure.



| Our Services.

End-to-End MICE Solutions

We cover the entire spectrum of the business events industry with specialized divisions:



Meetings & Conferences

Corporate AGMs, Board Meetings, and Strategic Summits. We provide high-tech AV integration, simultaneous interpretation, and precision scripting.



Incentives Travel & Programs

Designing high-end reward trips and team-building retreats that motivate top performers and drive corporate loyalty.



Conventions & Congresses

Managing large-scale professional gatherings. We handle abstract management, speaker coordination, and complex venue logistics.



Exhibitions & Trade Shows

From B2B expos to public consumer shows. We offer turnkey booth design, floorplan management, and visitor acquisition strategies.

Exhibition and Trade Show Specialists.

We build the marketplace. We understand that an exhibition is a living ecosystem of buyers, sellers, and influencers.



End-to-End MICE Solutions

We don't build booths; we build immersive brand environments that capture foot traffic and generate high-quality leads.



Exhibitor & Sponsor Management

We provide white-glove services for your partners, handling their setup, staffing, and on-ground needs so they can focus on closing deals.



Visitor Acquisition

Leveraging our digital arm, we drive targeted traffic to your floor using data-driven marketing campaigns, ensuring high-value density.



Live Matchmaking

We integrate smart technology to schedule B2B meetings during the show, maximizing the ROI for every participant.



Mastering the Three Cs.

From world-class Conferences, impactful Conventions, to industry-leading Congresses, we seamlessly integrate knowledge exchange, community engagement, and strategic collaboration into exceptional event experiences that drive meaningful business outcomes.



Speaker & Dignitary Management

VIP handling, green room curation, and speech coaching.



Content Curation & Agenda Design

Structuring the flow of sessions to maintain energy and delegate engagement throughout multi-day events.



Advanced AV & Staging

Utilizing high-brightness projection, interactive LED floors, and holographic telepresence to create a 'wow' factor.



Registration & Delegate Services

Speed-gate check-ins, app-based networking, and real-time polling to keep the audience active and invested.





Amplifying Reach Through Technology.

We extend the lifecycle of your event beyond the physical venue. Our proprietary digital ecosystem ensures your MICE event is accessible globally.



Hybrid Event Platforms

We create custom, white-labeled apps and portals that replicate the networking and learning experience online.



Virtual Exhibitions

3D virtual booths where digital avatars can interact, download materials, and book meetings in real-time.



Data Analytics & Insights

Real-time dashboards tracking engagement scores, session attendance, and lead capture, providing you with actionable intelligence immediately after the event.



On-Demand Content

Post-event streaming and content management to keep the conversation going for months after the show floor closes.



Staging, Lighting, and Audio-visual Mastery

We transform convention halls into immersive theatres. Our in-house production team ensures that our message is delivered with crystal clarity and visual impact.

Seamless video walls for keynote presentations

Line-array systems ensuring premium audio quality for 5,000+ pax.

Dynamic, choreographed lighting that enhances the mood and directs focus.

On-site broadcast capabilities for global live feeds and hybrid integration

The Methodology.

We treat MICE events with the rigor of engineering projects. Our process ensures predictability and excellence.

1

Discover (The Brief)

We deep-dive into your business objectives, delegate demographics, and sponsor requirements. We identify the "Why" behind the event.

Design (The Blueprint)

We craft the floorplan, the agenda, the digital interface, and the creative visuals. We design the entire stakeholder experience

2

3

Deploy (The Execution)

On-site management. Our "War Room" operates 24/7 to manage logistics, troubleshoot, and ensure the event runs like clockwork.

Deliver (The ROI Report)

Post-event analysis. We provide a comprehensive report measuring leads generated, delegate satisfaction, and overall commercial impact.

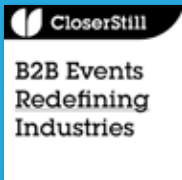
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| Our Global Ecosystem.



Informa Markets & RX

Access to the world's largest B2B data networks and "Smart Event" lead-scoring technology.



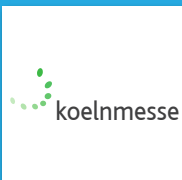
CloserStill

Mastery of the "Knowledge Economy"—specialized verticals like Healthcare, Tech, and Data.



Live Nation

The ability to book top-tier international artists and speakers for corporate galas and opening ceremonies.



Koelnmesse

German-engineered trade show management and operational efficiency.



Midas

Deep expertise in navigating ASEAN cultural and regulatory frameworks.

Global Power, Local Precision

Why do our clients trust us to deliver on a global scale?

Because we have built strategic alliances with the world's leading event architects. We are the licensed and preferred local partners for these global giants, allowing us to bring world-class infrastructure to our shores.



The Event.

Our inaugural event at ICE BSD is designed to establish a new benchmark for industry engagement, bringing together leading brands, decision-makers, and innovators on a single platform, consisting of three pillars:

Exhibition

Turnkey project management.
We sourced the venue, managed floorplan sales, and produced 150+ custom booths

Convention

Curated a 3-day conference track featuring 40+ local and international speakers.

Hybrid

Integrated a digital platform allowing international buyers to participate virtually.

80%

expo space sold
projected 2 months
before event

7,500+

trade visitors
projected in
attendance

1200+

verified B2B leads
projected for
exhibitors



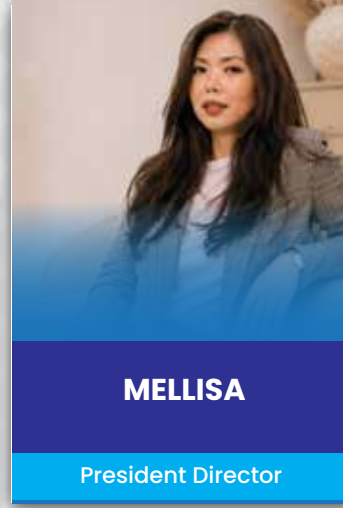
**ANDHIKA DWI
WIRNASON**

Commissioner



JOVINUS RICO

Commissioner



MELLISA

President Director



TONY CHANG

President

| Our Leaders.

Meet the Architects of Indonesia's Business Events Industry

Our leadership brings decades of collective experience in convention management, exhibition logistics, and hospitality.

www.optimamedia.biz

PT. Optima Digital Kreasi

Registered and officially ratified by the state authorities of the Republic of Indonesia.

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