

C Our Future:

IOI City Mall Public Outreach

30th Nov 2019

10 am - 5 pm



Project Flow

Phase 1

SOCIAL MEDIA MOVEMENT

- Launch an educational campaign
- Public general awareness
- Content: Wholesomeness of poultry protein
 - Nutritional values
 - Awareness about child stunting
- Form: Mother site and video

Phase 2

ONE DAY EXHIBITION TO RAISE PUBLIC AWARENESS & ENGAGEMENT

- Public outreach to raise awareness and engagement through synergistic partnership with FLFAM (and poultry producers)
- Activities: educational materials, fun games, (sponsored) food sampling

Phase 3

ANNUAL ACTIVITY WITH UNDERPRIVILEGED CHILDREN

- To trace the impact of CSR project on society with long-term sustainable sponsorship from local producers/associations and collaboration organization

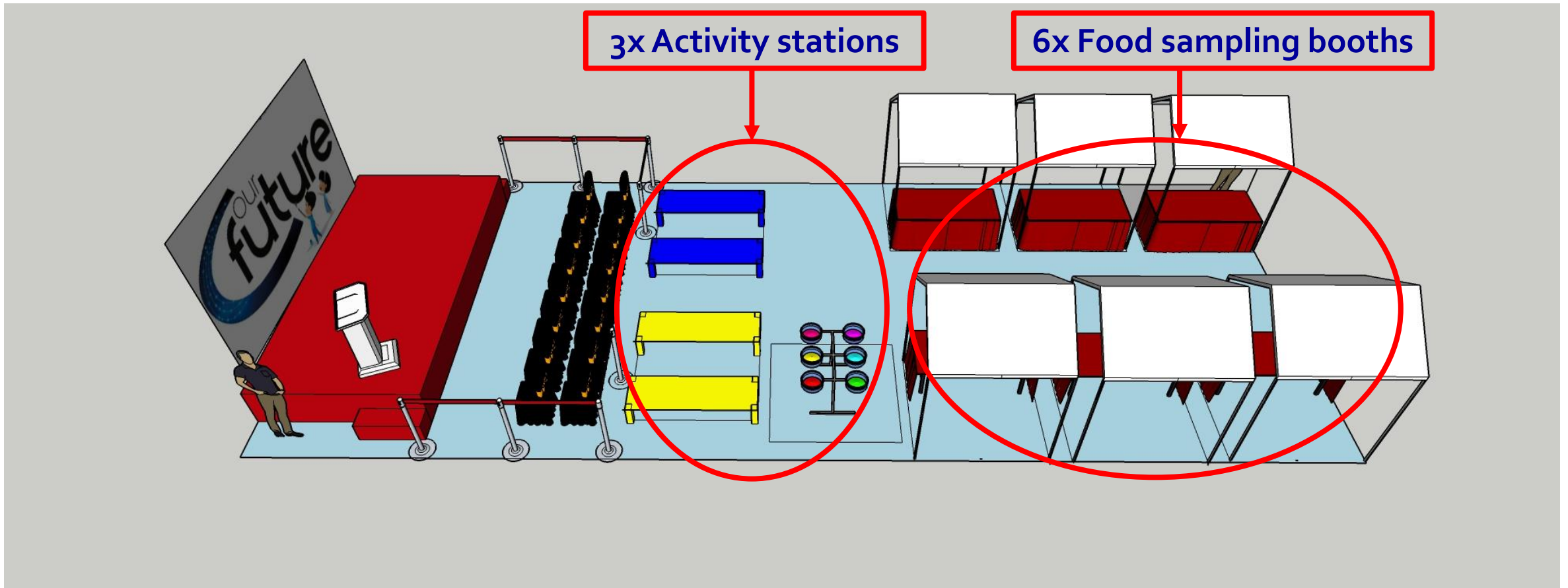


General Information



Venue: 2nd Floor, East Wing, IOI City Mall
Date: 30th November 2019, Saturday (10am-5pm)

Tentative Exhibition Layout



Food Sampling Booth (Sample)



Tentative Agenda



Tentative Programme/Agenda:

- 10.00am Welcome speech by MC
 - 10.05am Starting up of floor activities (Children games) – chicken costume
 - 10.35am Introductory presentation by Ceva (1) - by MC
 - 10.45am Starting of stage activities (distribution of goody bags)
 - 11.45am 2nd session of children games
 - 12.30pm 2nd session of stage activities (distribution of goody bags)
 - 1.15pm 3rd session of children games
 - 2.00pm Arrival of DG
 - 2.05pm Introductory presentation by Ceva (2) – by MC
 - 2.30pm Speech by DG
 - 3.00pm Introduction of DG to all the sponsor booths
 - 3.30pm 3rd session of stage activities (distribution of goody bags)
 - 4.15pm 4th session of children games
 - 5.00pm Dismiss
- *Food sampling booths – 10.00 am- 5.00 pm**

Electronic Content



Electronic materials: "A Promise" Video & Project Slide MP4 Loop*

***MP4 loop of PPT slides about C Our Future project**

Printed Content



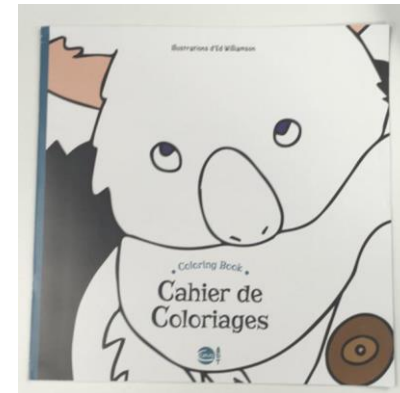
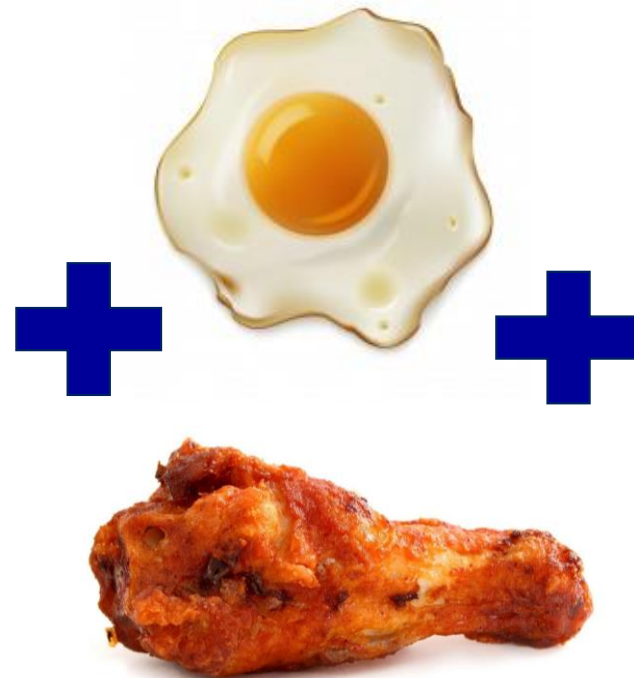
Printed materials: Die-cut brochure with realistic shapes of eggs and chicken
Content: 5 myths and 5 nutritional facts (each)



Gift Bags

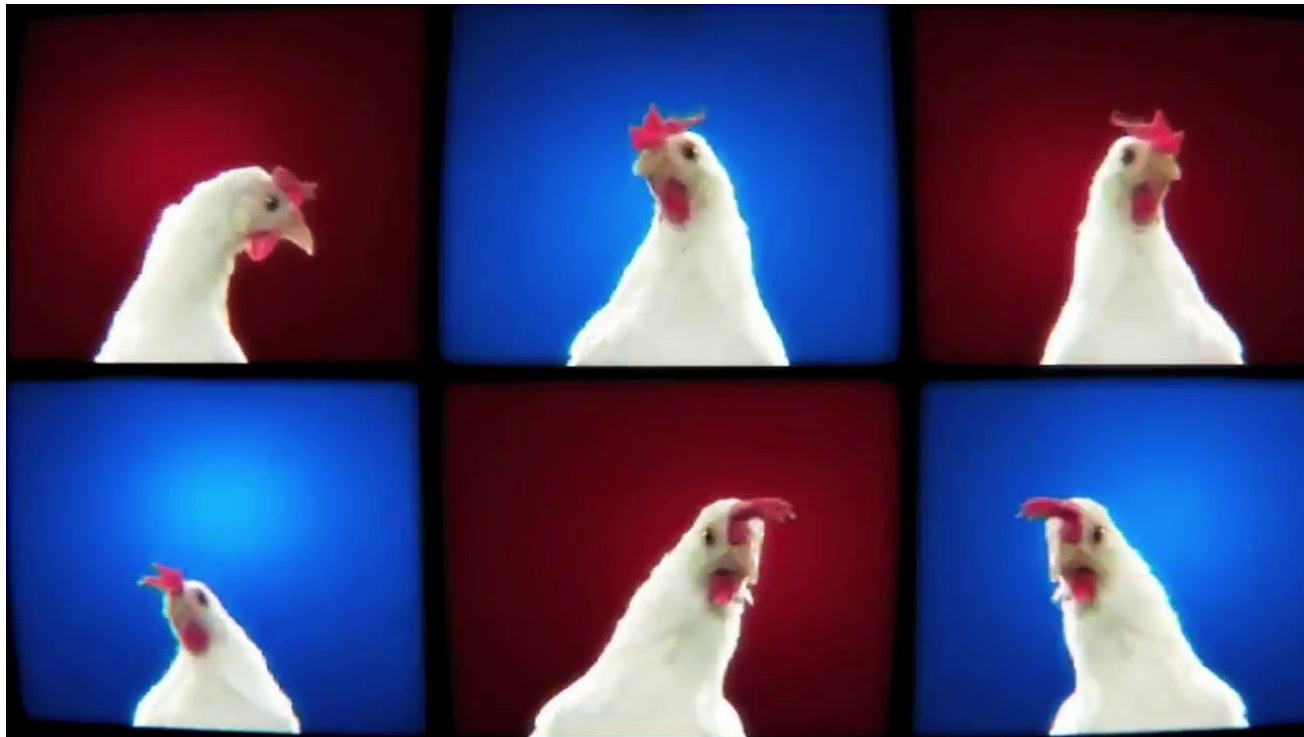


Gift bag = Printed material + Coloring Book + Sponsors items* (Optional)

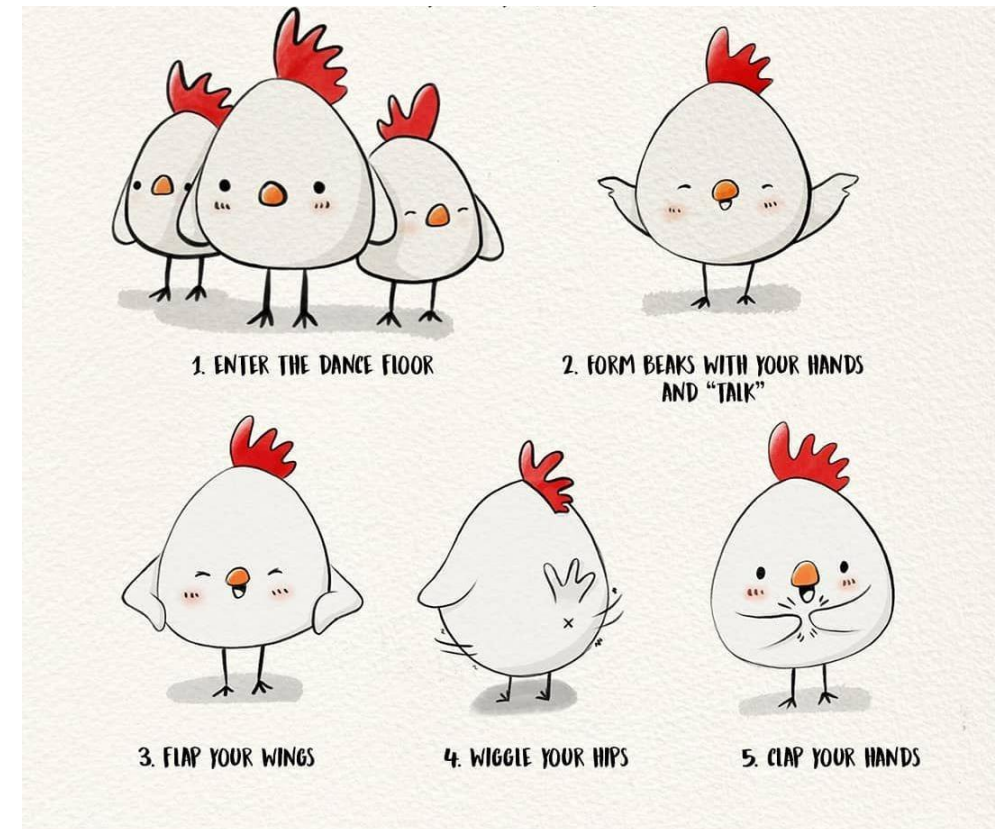


***Sponsors' coupon/
items to be
confirmed (Optional)**

On-Stage Activity



Chicken Song



Chicken Dance with Audience

3 Activity Stations



Sand Art



Coloring



Egg Shell Painting



Audience Engagement



Chicken Mascot



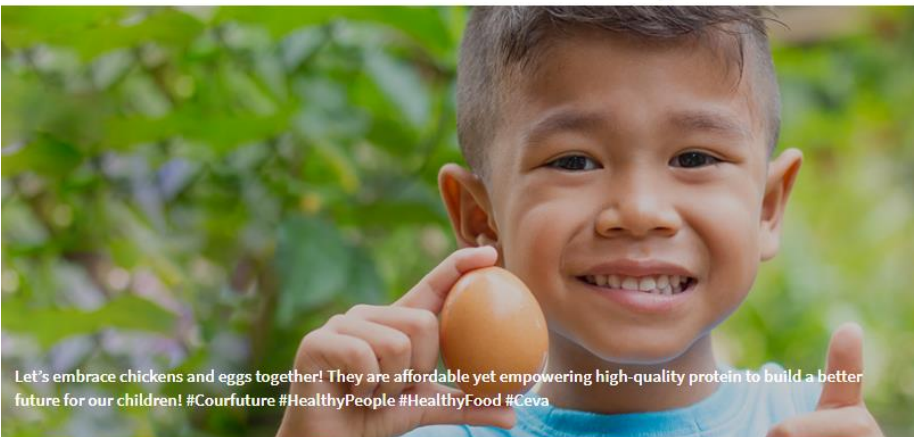
Ballooning Clown

Audience Engagement: Call-to-Action



COURFUTURE About CEVA

Be a part of the change you want to see in our future



1. Participants share the link (www.courfuture.com) and get the gift bags



Chicken and eggs are affordable, yet empowering quality protein that can help us build a healthy future for our children!
Share this site with your family and help us build a better future!

2. Any surplus (sponsorship money- all expenses) will be donated to SUKA Society



Together, beyond animal health



**Embrace
Chicken
and Eggs.**

**To break the cycle
of child stunting.**