

CLIENT: HTC Corporation

Event:	Touch Diamond2 and Touch Pro2 Media Launch
Event Design:	A media launch consisting of the official product reveal, fashion show and question-answer portion for members of the media.
Date:	May 12, 2009
Venue:	Captain's Bar, Mandarin Oriental Hotel

summary/overview

HTC Corporation introduced its new products to the media and select partner resellers and distributors through launches prepared and managed by TeamAsia. The latest one was the official media launch of HTC's newest gadgets: Touch Diamond2 and Touch Pro2.

audience and attendance

A total of 50 attendees comprised of influencers, select partners and media were present during the launch.

TeamAsia's scope of work

TeamAsia provided the overall event management requirements for the Touch Diamond2 and Touch Pro2 launch—from event conceptualization, production and program design to demand generation as well as on-site management.

challenges/solutions

The launch was supposed to be held in an outdoor public area. Since the weather was not very pleasant, TeamAsia decided to hold the launch at the Captain's Bar, which is a likewise high-end, accessible, but indoor and well-ventilated area perfect to shield the attendees from the rainy weather.

client testimonials

According to HTC Marketing Communications Manager for Southeast Asia, Joyce Teh, HTC events managed by TeamAsia are well-organized and effective especially in terms of media coverage. She is always looking forward to more creative ideas and exciting PR and marketing campaigns from TeamAsia.

photos

