



# Essential ingredients for Successful Events

- *Sharing by SPH Chinese Media Group*  
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# About Chinese Media Group

- Lianhe Zaobao, Lianhe Wanbao and Shin Min Daily News
- Zaobao.sg and Zaobao.com
- 4 student newspapers and digital portal - zbCOMMA, Thumbs Up, Thumbs Up Junior and Thumbs Up Little Junior
- 2 radio stations - UFM100.3 and 963HaoFM
- Entertainment magazine U-Weekly.



# Broadening our reach through events

- Readers engagement and outreach
- Branding
- Cultural promotion and heritage
- Part of integrated solution to advertisers



# Leveraging on unique strengths

- Synergies across multi-platforms and brands (print, digital, radio, magazine)
- Well regarded as a cultural and intellectual institution
- Loyal reader base



# Understanding our audience

- Knowing our audience's content consumption preferences
- What their needs and pain points are
- Collecting and using data



# Collaborating with partners



## River Hongbao



## Speaker Series



## ZB Makers' Space



## Venue partnership



## ZB Singapore Prestige Award



## SME ICC conference



## Heartland Enterprise Star Award



## The bosses network learning cruises



# Engaging new audience

## - National Chinese Challenge

- Promotes learning of Chinese and appreciation of culture
- 6<sup>th</sup> year running
- About 2000 students participated in preliminary round



# Reinventing existing events

## - Singapore Book Fair

- 34<sup>th</sup> year running
- Reinvented event to counter challenges of rising costs and declining visitors
- Led to increase in visitorship to >180,000





# Community outreach events

- Tapping into our strong readership base in the Chinese-speaking community
- Collaborations with sponsors to organise outreach events to senior citizens and SMEs



**THANK YOU**

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