



International Association
of Business Communicators
Indonesia

SPONSORSHIP PROPOSAL

*IABC Indonesia Conference &
Awarding Night 2025*

STRATEGIC COMMUNICATIONS AT THE HEART OF *TRUST, HUMANITY, AND DIGITAL IMPACT*

**FRIDAY,
14 NOV, 2025
13.00 - 21.00**



**THE ST. REGIS HOTEL,
KUNINGAN, JAKARTA**
Newport Rooms



ABOUT US

International Association of Business Communicators (IABC) – Indonesia Chapter is a non-profit association for communication practitioners and professionals, including Public Relations, Corporate Affairs, Business Communicators, Corporate Social Responsibility, Sustainability, and Government Relations.

IABC brings together professional disciplines globally and shares innovative best practices through experience, networking, and education.

IABC has been around for more than 50 years, headquartered in Chicago, Illinois, US. In Indonesia, IABC was established in 2019.

IABC isn't just an international association. It's a global community of caring individuals. That's what it means to be a member of IABC.

“ IABC has a diverse membership in nearly 100 countries - more than 1,000 of whom gather annually at IABC World Conference, hundreds who create award-winning work and thousands who gather at local events. ”





International Association
of Business Communicators
Indonesia

ABOUT US

IABC is the only global organization connecting communication professionals with the people and insights they need to drive results. Our members come from corporations, government entities, non- profits, advertising, marketing agencies, and media. Our counsel has never been more important than it is today.

As a volunteer-driven organization, dozens of chapters, regional and international volunteer leaders continue to pave the way for the communication professionals of the future. Volunteer leaders shape the IABC community with unparalleled networking, generous information- sharing and lasting friendships.



600

RESPECTIVE
VOLUNTEER
LEADERS

100

CHAPTERS
WORLDWIDE

>5,000

MEMBERS WORLD WIDE

>1,000

INDONESIA MEMBERS

EVENT OUTLINE >>>

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EVENT OUTLINE

The IABC Indonesia Conference 2025, themed "Strategic Communications at the Heart of Trust, Humanity, and Digital Impact", is held to emphasize the professional responsibility of public relations in upholding ethical standards, fostering stakeholder trust, and advancing communication practices that serve the interests of both organizations and society. This conference will examine how communication professionals can harness technological innovation, embed human values within digital strategies, and strengthen stakeholder engagement to achieve sustainable business and societal outcomes.

ACTIVITY AT A GLANCE:

3

Keynote Address

3

Panel Sessions

10+

Reputable Speakers

400+

Targeted Participants ($\pm$ 100
offline and $\pm$ 300 online)

Who Will Benefit Most by Attending the Conference:

- Business Leaders
- Business Communicators
- Government PR
- PR Professionals
- Sustainability Professionals
- Changemakers
- Media
- Entrepreneurs
- Academicians
- Senior University Students

KEYNOTE SPEAKERS*



**PURBAYA Y.
SADEWA**

*Minister of Finance
Republic Indonesia*



**MEUTYA V.
HAFID**

*Minister of Communication
and Digital Affairs
Republic Indonesia*



**BUDI GUNADI
SADIKIN**

*Minister of Health
Republic Indonesia*



**STELLA
CHRISTIE**

*Vice Minister of Higher Education,
Science, and Technology,
Republic Indonesia*



**EMIL E.
DARDAK**

Vice Governor, East Java



AGENDA

Strategic Communications at the Heart of TRUST, HUMANITY, AND DIGITAL IMPACT

No	Agenda*	Time (WIB)	Duration
1	Arrival & Registration	13.00 - 13.30	30'
2	Opening & Keynote Speech 1	13.30 - 14.00	30'
3	Panel Session 1	14.00 - 15.15	75'
4	Panel Session 2	15.15 - 16.35	75'
4	Panel Session 3	16.35 - 17.50	75'
5	Break & Guest Arrival for Awards	17.50 - 18.50	60'
6	Dinner & Networking	18.30 - 19.00	30'
7	Opening & Keynote Speech 2 & 3	19.00 - 20.00	60'
8	IABC Indonesia Awards: Awarding Night	20.00 - 21.30	90'
9	Closing	21.30 - 21.45	15'

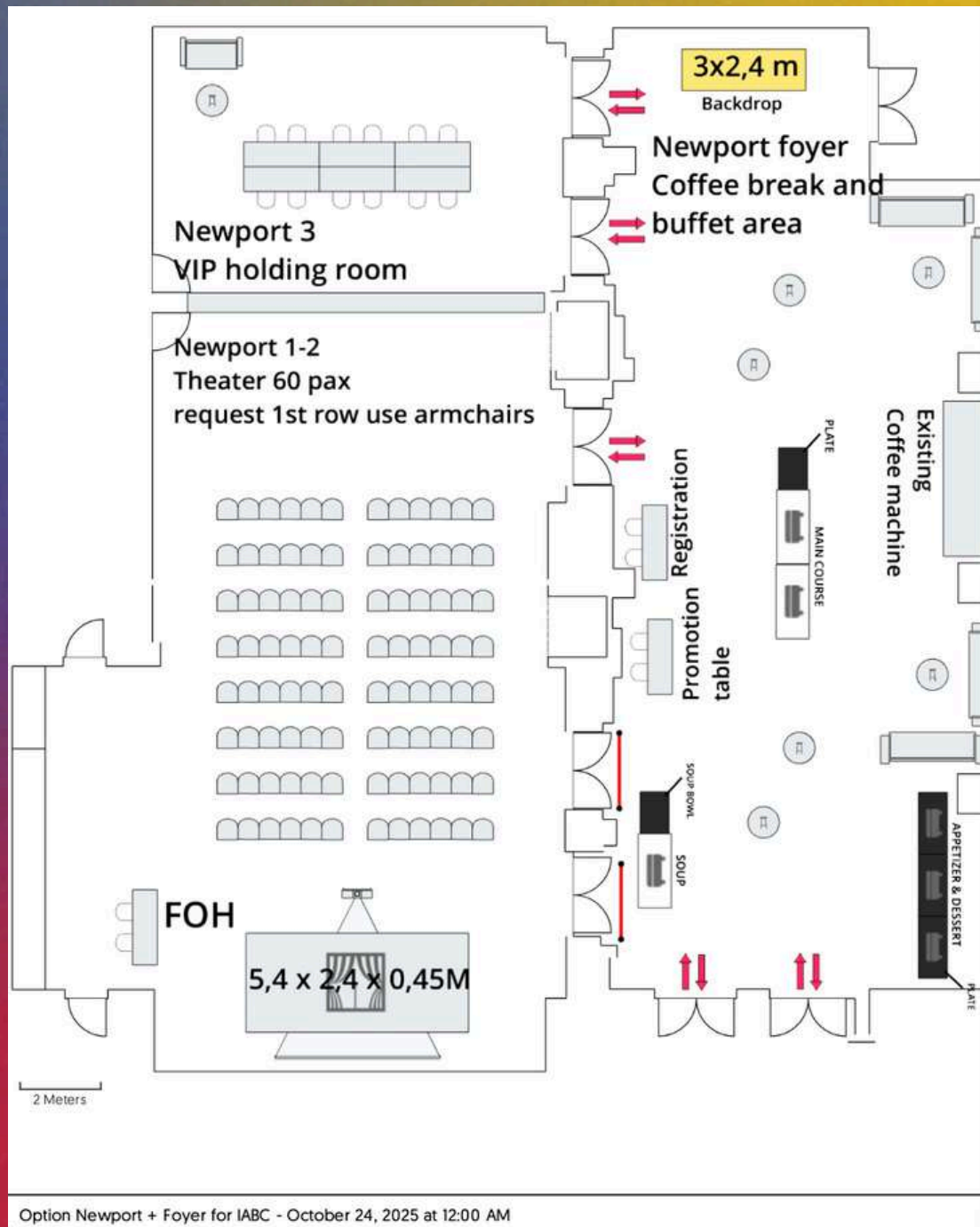
VENUE LAYOUT 

Dresscode: Business Attire/Smart Casual

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VENUE LAYOUT

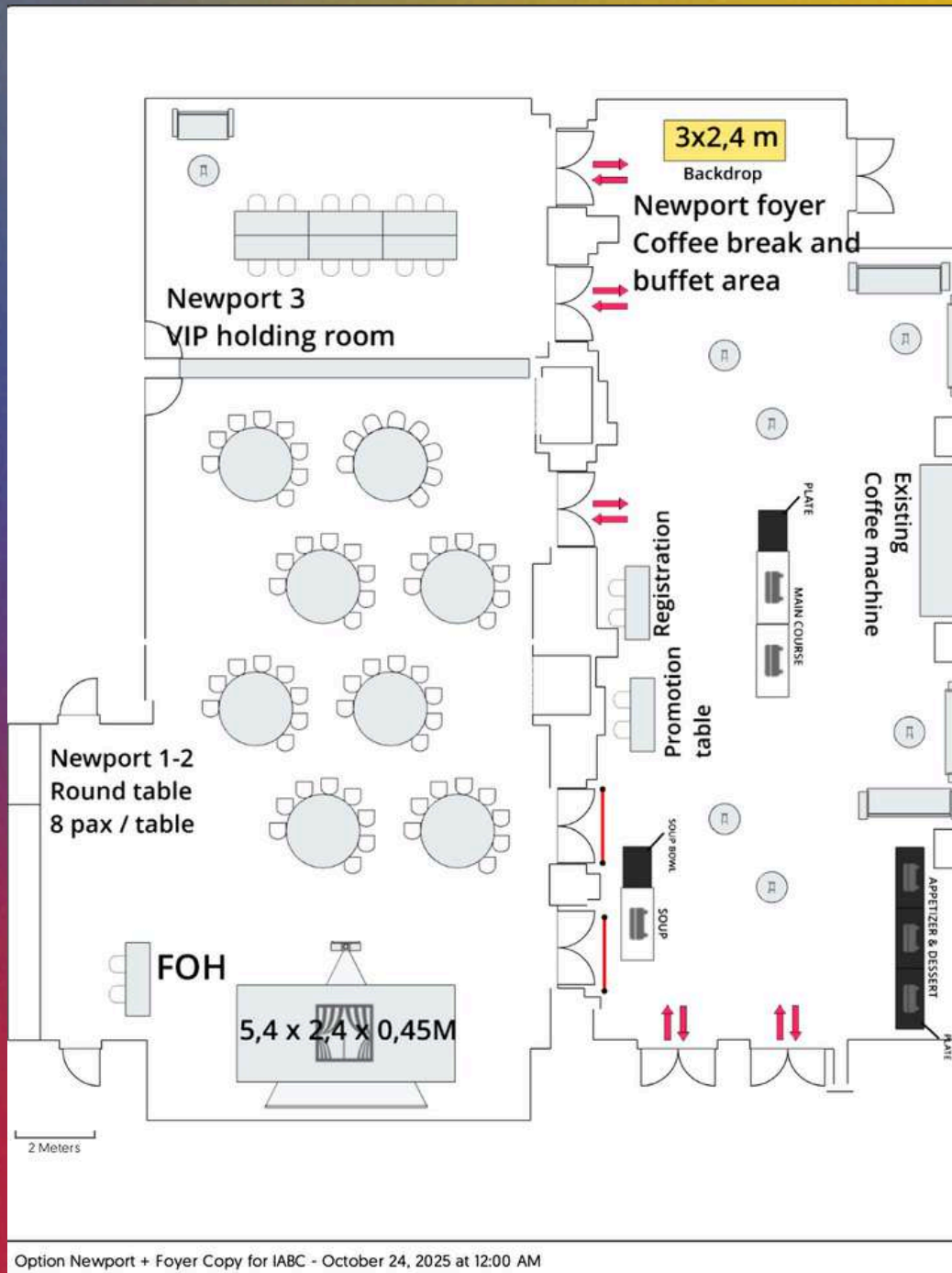
THE ST. REGIS HOTEL JAKARTA Newport Ballroom



- Conference layout (might be modified without further notice).

VENUE LAYOUT

THE ST. REGIS HOTEL JAKARTA Newport Rooms



- Awarding layout (might be modified without further notice).



SPONSORSHIP INVESTMENT

We are honoured to invite organizations to increase visibility and brand awareness by becoming a sponsor with IABC.

We will promote the event locally and regionally in Asia Pacific region with exposures to our global community.

Align your business with the world's most respected communication associations, and create valuable connections with key PR professionals and business communicators.

Benefit in Return	Platinum	Gold	Bronze	In Kind
Investment	IDR 75.000.000,-	IDR 55.000.000,-	IDR 35.000.000,-	IDR 25.000.000,-
Logo on all social media promo*	✓	✓	✓	✓
Logo on the stage backdrop*	✓	✓	✓	✓
Logo on the backdrop (foyer)*	✓	✓	—	—
Rolling TVC on the screens - break time*	Max. 3 minutes	Max. 2 minutes	Max. 1 minute	—
Logo on standing banners*	✓	✓	✓	✓
Thank you MC Opening & Closing	✓	✓	✓	✓
VIP Guest List	4 pax	3 pax	2 pax	2 pax
Articles on the website	1000 words (equal to A4 spread 2 pages) with 4 pictures	500 words (equal to A4 1 page with 2 pictures)	250 words (equal to A4 1/2 page with 1 picture)	—
Quote in the press release	✓	—	—	—
Inspiring Quote on social media	3x	2x	1x	—
Booth with experience on the event	✓	—	—	—
Thank you logo on the IABC Website*	✓	✓	✓	✓
Speaking Opportunity on the Conference	✓	✓	—	—
1x Branded Podcast Interview (bonus: shorts + sosmed promo/teaser)	1 hour	30-40 minutes	—	—

SPONSORSHIP INQUIRIES:

We are happy to discuss and explore possibilities in this sponsorship. We're here to assist you achieving business objective through sponsorship with IABC.

Please contact: Malvin Adrianus | +62 85156337189 | info@iabcindonesia.com

*Size will be based on sponsorship category

PAST SUCCESSFUL EVENTS >>>

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A GLIMPSE OF SPONSORS & PARTNERS LOGO ON IABC SOCIAL MEDIA





SPEAKERS HIGHLIGHT ON IABC SOCIAL MEDIA

2022



2023

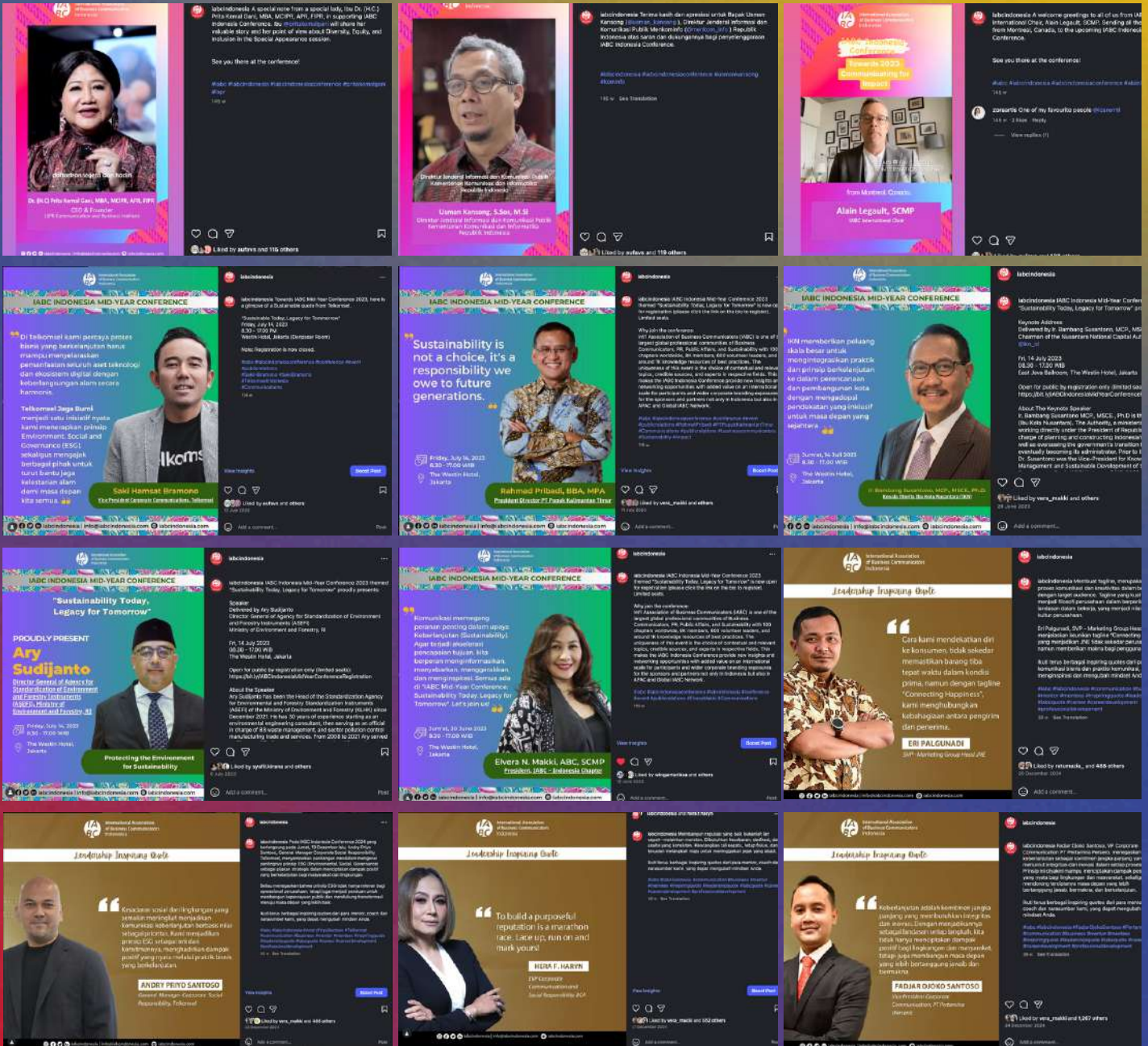


2024



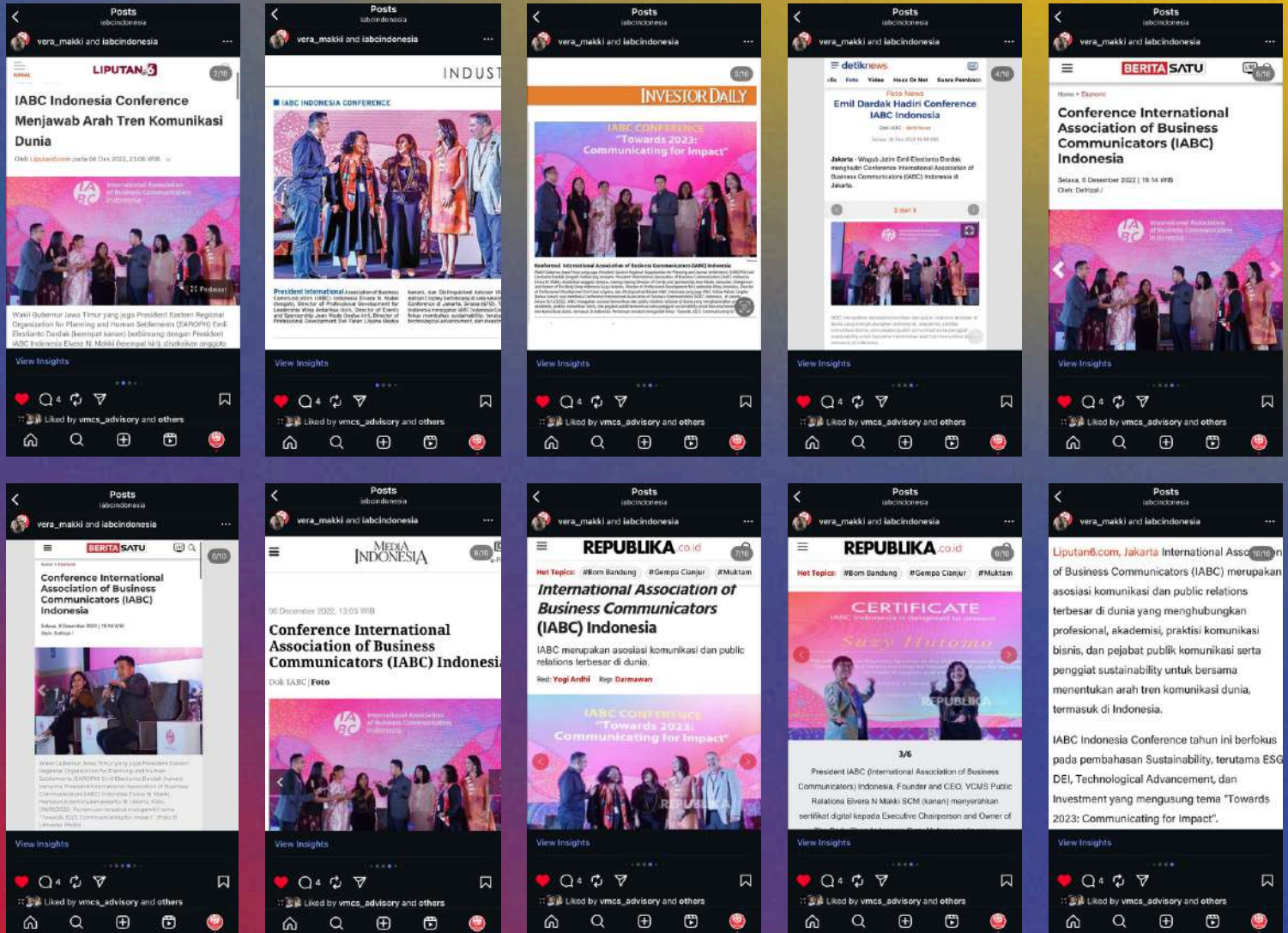


INSPIRING QUOTES FROM SPONSOR LEADERS & SPEAKERS





NEWS COVERAGE



EXPOSURES ON THE WEBSITE

SPECIAL INTERVIEW: Arif Mujahidin Corporate Communications Director Danone Indonesia

Danone Indonesia, selaku salah satu perusahaan makanan dan minuman terkemuka turut berkontribusi dalam menerapkan Keberlanjutan.

Danone merupakan salah satu perusahaan makanan dan minuman terkemuka di dunia yang berfokus pada produk-produk nutrisi dan makanan sehat. Didirikan pada tahun 1919 di Barcelona, Spanyol, oleh Isaac Carasso, Danone telah tumbuh menjadi perusahaan global dengan hadir di lebih dari 120 negara. Di Indonesia, bersama lebih dari 14.000 karyawan di seluruh Indonesia, Danone Indonesia lahir dengan ide dan komitmen anak bangsa untuk mendukung nutrisi dan hidrasi konsumen melalui visi "One Planet One Health".

Arif Mujahidin, Corporate Communications Director, Danone Indonesia, berbagi wawasan kepada peserta IABC Mid-Year Conference (14/7/2023) mengenai misi Danone Indonesia dalam mendukung Keberlanjutan.

Dalam menjaga pelestarian sumber daya air untuk menjaga kualitas dan kuantitas air, Danone melakukan aksi nyata melalui salah satu programnya yaitu dengan menanam 2,5 juta pohon di 15 daerah aliran sungai (DAS) atau watershed dan menyediakan akses sumber air bersih kepada setengah juta orang Indonesia.

"Kami ingin membawa kesehatan melalui makanan kepada sebanyak mungkin orang, hal inilah yang menjadi misi Danone saat ini," papar Arif.



Arif Mujahidin, Corporate Communications Director, Danone Indonesia saat menjelaskan visi Danone dalam memberikan kesehatan kepada masyarakat pada IABC Mid-Year Conference 2023 di Jakarta, Jumat (14/7/2023).

Dalam menjalankan programnya, Arif menjelaskan bahwa hal ini harus diimbangi dengan komunikasi yang baik.

Danone mengkomunikasikan program-programnya kepada para pemangku kepentingan dengan menggunakan konten dan strategi storytelling. "Konten yang baik adalah landasan komunikasi yang efektif untuk membangun kepercayaan, konten yang dibuat haruslah dapat mengkomunikasikan pesan, mendidik pembaca, dan memersuasi audiens. Hal ini dapat dilakukan dengan menggunakan strategi storytelling," ujar Arif.

Arif menggarisbawahi empat elemen penting yang harus diperhatikan saat mengimplementasikan brand storytelling.

"Yang pertama adalah pentingnya keaslian dalam menyampaikan cerita. Kedua, pemahaman yang

SPECIAL INTERVIEW: Elly Mustrianita Director of Corporate Communication PZ Cussons Indonesia

Isu keberlanjutan telah menjadi perhatian utama di dunia internasional, termasuk di Indonesia, dalam beberapa tahun terakhir. Isu-isu yang paling mendasar mencakup perubahan iklim ekstrem, risiko kepunahan keanekaragaman hayati, kesenjangan sosial dan gender, serta tantangan dalam menciptakan keberagaman dan inklusivitas. Hal ini menjadi tantangan kritis bagi organisasi, pemerintah, dan industri di Indonesia.

PZ Cussons, sebagai perusahaan multinasional Fast Moving Consumer Goods (FMCG) yang memiliki berbagai merek terkemuka dalam tiga kategori inti: Kebersihan, Bayi, dan Kecantikan berkomitmen untuk menerapkan sustainability sebagai landasan dalam setiap aktivitasnya. Hal ini diawali dari kesadaran akan pertumbuhan yang berkelanjutan haruslah diiringi dengan kekuatan untuk mewujudkan perubahan yang positif. Dengan kolaborasi erat bersama tim karyawan, komunitas, dan seluruh mitra, PZ Cussons berkomitmen menerapkan program-program Keberlanjutan sesuai dengan standar lingkungan yang berlaku.



Elly Mustrianita, Director of Corporate Communications, PZ Cussons Indonesia (kiri) dan Arif Mujahidin (kanan) saat menjelaskan program "Call to Action" dalam mendukung Sustainability.

Elly Mustrianita, Director of Corporate Communications, PZ Cussons Indonesia yang hadir sebagai salah satu panelis sesi 2 pada IABC Mid-Year Conference bertema "Kampanye Public Relations untuk Mendukung Keberlanjutan dan Inisiatif Berdampak" mengungkapkan, "PZ Cussons berpusat di Manchester, UK, telah hadir di dunia selama lebih dari 130 tahun, dan telah beroperasi di Indonesia selama lebih dari 35 tahun dengan menghadirkan brand-brand kesayangan seperti Cussons Baby, Cussons Kids, Imperial Leather, Original, Source dan Carex. Komitmen PZ Cussons terhadap Keberlanjutan dan well-being kepada konsumen dilaksanakan dan diupayakan secara nyata dalam menjalankan bisnis sesuai dengan tujuan PZ Cussons "For Everyone, For Life, For Good".

Dalam pemaparannya, Elly mengatakan bahwa Sustainability sudah menjadi DNA dari PZ Cussons dan menjelaskan sustainability framework yang telah ditetapkan.

"Sustainability framework dari PZ Cussons adalah For Everyone, yaitu bagaimana kami dapat membuat produk yang berdampak positif kepada karyawan, komunitas dan setiap orang yang menggunakan produk kami. For Life, dimana kami mengusung kegiatan yang bermanfaat untuk lingkungan dan For Good, bagaimana kami melakukan bisnis yang terus bertumbuh di masa depan. Kami berfokus pada pengelolaan, pemantauan, dan peningkatan dampak lingkungan, sosial, dan tata kelola (ESG) untuk memberikan hasil yang lebih baik bagi semua orang," ujar Elly.

Dalam melakukan program-program Sustainability, PZ Cussons berfokus pada 5 area, yaitu air pollution, earth and oceans, deforestation, equality and fairness, serta community impact. "PZ Cussons

SPECIAL INTERVIEW: Fadjar Djoko Santoso VP Corporate Communication, PT Pertamina (Persero)

Sebagai perusahaan holding energi terkemuka milik negara, Pertamina berkomitmen untuk menyediakan energi dan mengembangkan energi baru dan terbarukan dalam rangka mendukung terciptanya kemandirian energi nasional. Membawahi enam Subholding yang bergerak di bidang energi, Pertamina berkomitmen penuh dalam mengkomunikasikan kebijakan ESG (Environment, Social, and Governance) ke pemangku kepentingan internal dan eksternalnya.

Fadjar D. Santoso, VP Corporate Communication, PT Pertamina Persero menyampaikan, "Komitmen kami terhadap Sustainability didorong oleh kesadaran untuk tidak mengorbankan kemampuan generasi masa depan dalam memenuhi kebutuhan hidup mereka." Lanjutnya, "Kami memiliki kebijakan Sustainability yang sesuai dengan praktik keberlanjutan bertaraf global sehingga berbagai upaya kami sebagai perusahaan yang ramah lingkungan, bertanggungjawab sosial, dan memiliki tata kelola yang baik, dapat diterima secara nasional maupun internasional, seperti SDG (Sustainable Development Goals, TCFD (Task Force on Climate-related Financial Disclosure), dan berpartisipasi aktif dalam UN Global Compact, maupun melaksanakan pengungkapan keberlanjutan yang sesuai dengan standar global."

Sebagai pembicara pada International Association of Business Communicators Indonesia (IABC) bertema "Sustainability Today, Legacy for Tomorrow" pada Plenary Session 1, di Jakarta, Jumat (14/7/2023), Fadjar memaparkan langkah-langkah komunikasi publik strategis Pertamina dari penetapan tujuan, implementasi, pesan inti, hingga monitoring dan evaluasi dampak melalui beberapa indikator pengukuran.

"Fokus utamanya terletak pada Governance atau Tata Kelola. Strategi pertama adalah Conditioning, yaitu menciptakan informasi terkait implementasi ESG dalam operasinya, dan upaya-upaya yang dilaksanakan Pertamina dalam komitmen mendukung program-program ESG," papar Fadjar.

Kedua, Reminding, "Setiap progress kami komunikasikan kembali melalui media massa maupun media sosial agar pemangku kepentingan tetap melihat konsistensi Pertamina dalam penyelenggaraan ESG." Lalu ketiga, Developing, yang menciptakan berbagai informasi terkait ESG melalui pihak ketiga, seperti pengamat sosial, pengamat energi, dan sejenisnya."

"Strategi terakhir adalah Strengthening, dimana kami menginformasikan ESG Rating Pertamina yang semakin baik, untuk mempertanankan kepercayaan investor," ungkap Fadjar.



Fadjar Djoko Santoso, VP Corporate Communication, PT Pertamina (Persero) menjelaskan pada IABC Mid-Year Conference 2023 di Jakarta, Jumat (14/7/2023) terkait inisiatif bisnis hijau di Pertamina dengan standar internasional.



GLOBAL NETWORKS AND REACH

Following iabc iabc_dallas IABC Dallas iabcmanitoba IABC Manitoba iabc_atlanta IABC Atlanta iabc_houston IABC Houston iabcnj IABC New Jersey	Following iabc iabcchicago IABC Chicago iabcjax IABC Jacksonville iabc_sd IABC San Diego sfiabc San Francisco Bay Area IABC iabctoronto IABC/Toronto
Following iabc iabc.bc IABC British Columbia iabcdc IABC/DC Metro iabcnl IABC NL iabcindonesia IABC - Indonesia Chapter iabcpgh IABC/Pittsburgh	Following iabc iabcyyc IABC/Calgary myiabc IABC Malaysia iabcsaskatoon IABC Saskatoon iabcfrica IABC Africa kciabc KC-IABC
Following iabc iabcottawa IABC Ottawa iabclondon IABC London iabclosangeles IABC Los Angeles sviabc Silicon Valley IABC iabcdetroit IABC Detroit	Following iabc iabcdetroit IABC Detroit iabcseattle IABC Seattle iabccanberra IABC Canberra iabcnewyork IABC New York Tristate Area Chapter

NEWS COVERAGE ON IABC GLOBAL

IABC Indonesia Conference and Awards 2024: Shaping 2025 With Purposeful Impact

By *Natasha Hasselyn Gozali*

31 JANUARY 2025



Elvera N. Makki, President, IABC Indonesia

The IABC Indonesia Conference 2024 explored trends and strategic directions in communication in Indonesia. The ever-evolving dynamics of the business world requires strategies that can build trust, establish credibility, and make a meaningful impact while aligning company actions with social values.

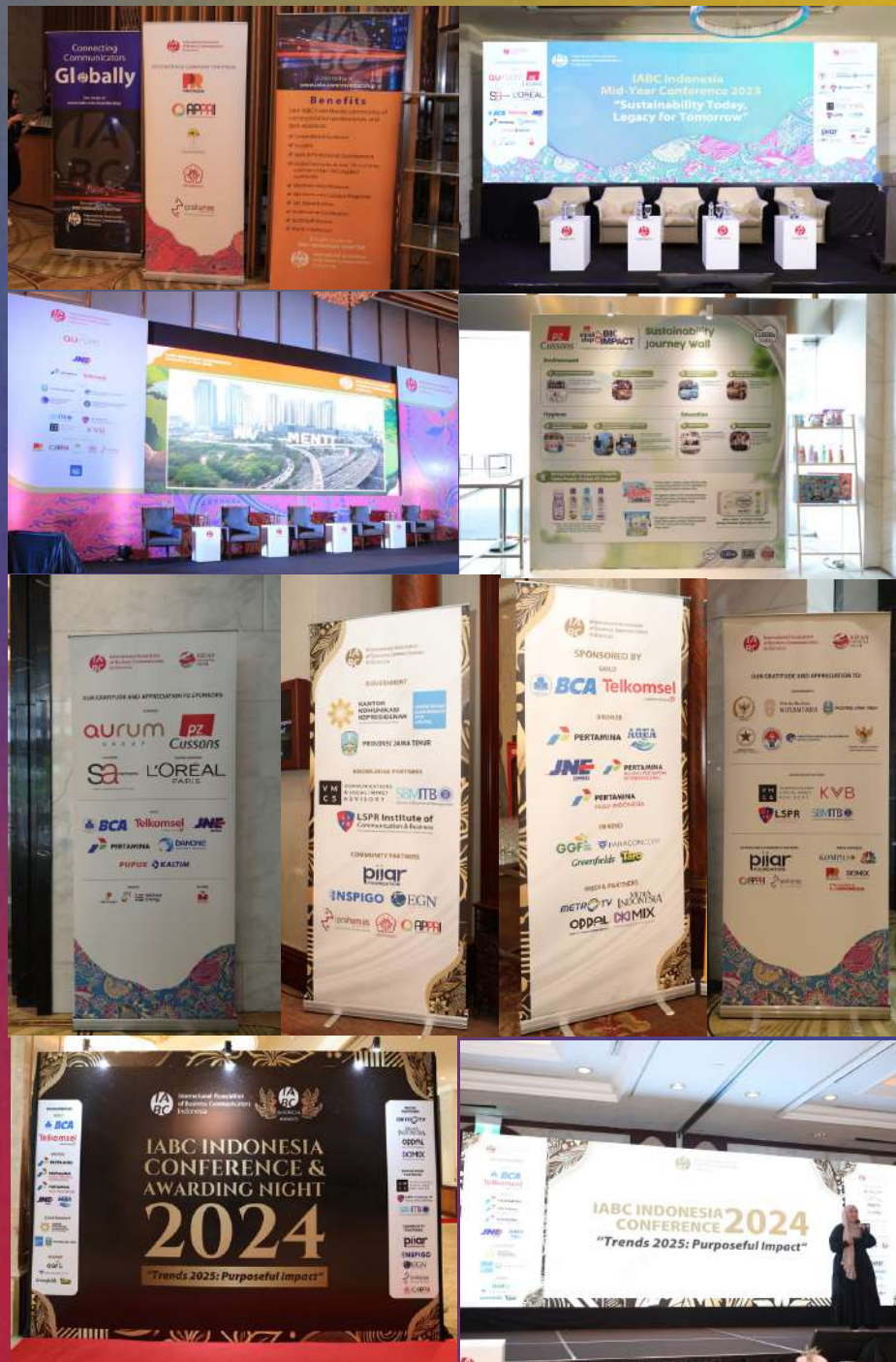
The conference, themed "Trends 2025: Purposeful Impact," brought together PR practitioners, communication professionals, and business leaders to share insights and communication strategies aimed at building trust, transparency, and credibility in public interactions.

"We have identified the communication trend for 2025, which is purposeful impact. Impact-driven communication goes beyond just delivering information. Every communication professional must be able to build trust, inspire action, and create sustainable relationships with stakeholders," Elvera N. Makki, President of IABC Indonesia (pictured above), said onstage at the event. "On top of that, technology plays a crucial role in how we communicate and innovate. This is where technological advancements and digital literacy are at the forefront for us at IABC Indonesia. As communicators, our role is to convey clear and relevant messages that align with the organization's and stakeholders' values. With inclusive, transparent, and empathetic communication strategies, we can ensure that every message resonates and drives meaningful change toward a shared vision."

The IABC Indonesia Conference featured three keynotes and three panel sessions with speakers who offered new insights and best practices. Hasan Nasbi, Head of the Presidential Communication Office (PCO), emphasized the need for persuasive communication rather than propagandistic or provocative approaches. He further stated that IABC's purposeful impact trend aligns with the communication goals of the Government of the Republic of Indonesia. It's hoped that IABC will play a significant role in supporting the government's major campaigns toward achieving the Indonesian mission, The Golden Indonesia, by 2045.



LOGO PLACEMENTS ON CONFERENCE



SPEAKING OPPORTUNITY ON THE CONFERENCE





SPONSORSHIP PROCESS

Once the organization agrees to sponsor the event, there are 5 steps to complete the process:

- 1 Sign the Sponsorship Confirmation Letter** and send back to us by email: info@iabcindonesia.com.
- 2 Sign the agreement** letter than 5 (five) business days after the confirmation letter is signed.
- 3 Make 50% down payment no later than 7 (seven) business days** after signing the confirmation letter or 7 (seven) business days before the event starts.
- 4 Send us the hi-res logo** in the format or .eps or .ai or .png (minimum 300 dpi) at least 10 (ten) business days before the event.
- 5 IABC will send the event report within 7 (seven) business days after the end of the event.** The completion of the payment should be made no later than 7 (seven) business days after the event report and invoice are delivered to the sponsor.

Transfer Information:

Perkumpulan Komunikasi Internasional Indonesia

Bank Mandiri
1640003378702

Bank Central Asia (BCA)
4974168989

NPWP: 93.259.514.3-411.000

(IABC Indonesia is a non-profit organization and we are non-PKP)



SPONSORSHIP FORM

IABC Indonesia Conference 2025

Friday, 14 No 2025, 13.30 - 21.00 WIB, Newport Ballroom, The St. Regis Hotel, Jakarta
(Please fill up and sign the form. Send this page only by email to info@iabc.indonesia.com).

On behalf of (name of the organization), we confirm
to sponsor the event under the category of:

Type of Sponsorship (please tick one):

☐ Platinum (Rp 75.000.000,-)

☐ Gold (Rp 55.000.000,-)

☐ Bronze (Rp 35.000.000,-)

☐ In-Kind (Rp 25.000.000,-)

☐ Others

Please describe

.....
.....
.....

By signing this sponsorship confirmation form, we agree to follow the sponsorship process
asstated in this sponsorship proposal page 10.

Transfer to:

Perkumpulan Komunikasi Internasional Indonesia

Bank Mandiri

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Bank Central Asia (BCA)

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NPWP: 93.259.514.3-411.000

(IABC Indonesia is a non-profit organization and we are non-PKP)

Name :

Title :

Organization :

E-mail :

HP/WA :

Signature :

We thank you for your decision to sponsor IABC Indonesia Conference & Awarding Night 2025.



International Association
of Business Communicators
Indonesia

Thank You.

For further information:

info@iabcindonesia.com

Malvin Adrianus | +62 85156337189



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