





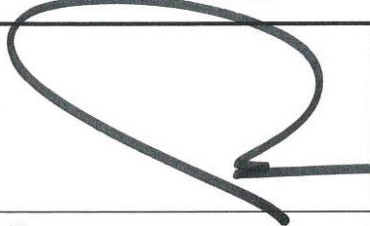
CONVENTION & EXHIBITION (PUTRAJAYA) SDN. BHD.


ADVERTISING & PROMOTION

Co-X/CDS/SOP06

Revision No.: 00

Effective Date: 1st November 2022

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	TITLE	ADVERTISING & PROMOTION		
	DEPARTMENT	CORPORATE DEVELOPMENT & STRATEGY	DATE	1 ST NOVEMBER 2022
			REVISION NO.	00
	REFERENCE NO.	Co-X/CDS/SOP06	PAGE NO.	Page 3 of 7

1.0 OBJECTIVE

The objectives of this procedure are to ensure:

- 1.1 Effective planning and control of the development of Advertising & Promotion (A&P) as requested / proposed by the management of Convention & Exhibition (Putrajaya) Sdn Bhd (Co-X).
- 1.2 A&P plan are effectively done with proper study and proposal and follow the guideline and requirement.
- 1.3 Proper review, verification and validation of the developed A&P plan are been conducted by the respective authorities such as Head of Department (HOD) / Manager, Chief Executive Officer (CEO) or Management Committee.

2.0 SCOPE

This procedure shall apply to all A&P planning and initiation, whether new or revision advertisement/artwork developed by Marketing team or outsourced externally for Co-X's business units.


3.0 DEFINITION

- 3.1 Co-X : Convention & Exhibition (Putrajaya) Sdn. Bhd.
- 3.2 CEO : Chief Executive Officer
- 3.3 PICC : Putrajaya International Convention Centre
- 3.4 PCS : Putrajaya Catering Services
- 3.5 A&P : Advertising & Promotion
- 3.6 CTRF : Creative Task Request Form
- 3.7 N/A : Not Applicable

4.0 RESPONSIBILITY

4.1 CDS Executive's responsibilities are as per below:

- 4.1.1. Analyze and review all agencies/advertisers in A&P plan for continual promotion and market (domestic and international).
- 4.1.2. Develop A&P activities for new and enhanced products / packages for PICC and PCS including outlets such as Pot&Pan Restaurant, Putrajaya Seafood Restaurant, etc.
- 4.1.3. Enhance existing products and packages.
- 4.1.4. Manage joint promotions with industry partners.
- 4.1.5. Keep and update management on current market trend towards advertising and marketing trend in hospitality and tourism industry.
- 4.1.6. Follow-up with designer to submit the artwork of advertising campaign submit to relevant party within timeline given.
- 4.1.7. Prepare a A&P report monthly for management update.


	TITLE	ADVERTISING & PROMOTION		
	DEPARTMENT	CORPORATE DEVELOPMENT & STRATEGY	DATE	1 ST NOVEMBER 2022
	REFERENCE NO.		REVISION NO.	00
		Co-X/CDS/SOP06	PAGE NO.	Page 4 of 7

4.2 CDS HOD's responsibilities are as per below :

- 4.2.1 Review the A&P proposal prepared by Executive.
- 4.2.2 Submit and present the A&P proposal to CEO and/or Management Committee for further endorsement.
- 4.2.3 To ensure the A&P Plan was carried out as per plan.
- 4.2.4 Review the A&P report monthly submit by CDS Executive and update the management in the Management Meeting.

5.0 REFERENCE

N/A

	TITLE	ADVERTISING & PROMOTION		
	DEPARTMENT	CORPORATE DEVELOPMENT & STRATEGY	DATE	1 ST NOVEMBER 2022
			REVISION NO.	00
	REFERENCE NO.	Co-X/CDS/SOP06	PAGE NO.	Page 5 of 7

6.0 PROCEDURE

6.1 New Proposal/Contract Renewal

6.1.1 CDS HOD/Executive shall receive and analyze the proposal or renewal advertising contract from publisher or other interested party.

6.1.2 CDS Executive shall prepare the A&P Proposal which describe:-

6.1.2.1 Objective A&P campaign

6.1.2.2 Budget

6.1.2.3 Publisher

6.1.2.4 Timeframe / period

6.1.3 HOD shall review the A&P Proposal submit by Executive prior to approval by CEO or Management Committee.

6.1.4 The review mechanics shall emphasis on the following:-

6.1.4.1 Availability of budget

6.1.4.2 Campaign and promotion

CDS HOD shall present proposal and artwork for proposal / renewal contract that more than RM50,000 to Management Committee for further approval and endorsement.

6.1.5 Upon approval, CDS Executive shall prepare the artwork / production of the A&P campaign / promotion with Graphic Designer.

6.1.6 CDS Executive shall brief Graphic Designer on the details and information needed for the campaign / promotion by filing **Creative Task Request Form (CTRF) (Co-X/CDS/SOP04-R01)**.


6.1.7 Fill-in Purchase Request Form and submit to Account & Finance Department.

6.2 Approved Artwork / Production

6.2.1 CDS HOD shall review and give feedback on the artwork / production.

6.2.2 CDS HOD shall present the artwork / production during Management Meeting for further approval from CEO or Management Committee.

6.2.3 CEO or Management Committee shall approve the proposal / contract together with artwork / production renewal upon unanimous consensus of the A&P during the initiation meeting.

	TITLE	ADVERTISING & PROMOTION		
	DEPARTMENT	CORPORATE DEVELOPMENT & STRATEGY	DATE	1 ST NOVEMBER 2022
			REVISION NO.	00
	REFERENCE NO.	Co-X/CDS/SOP06	PAGE NO.	Page 6 of 7

6.2.4 CDS HOD and Executive shall revise/amend the artwork / production should CEO or Management Committee request it.

6.2.5 The approved A&P Proposal shall be shelved and Executive shall be responsible for proper record and filing.

6.2.6 If the Management Committee not approve the A&P Proposal, the proposal shall be shelved and filing.

6.2.7 CDS Executive shall follow the Procurement Procedure upon approval by HOD or CEO / Management Committee.

6.3 Monitoring of Advertisement

6.3.1 CDS HOD/Executive shall monitor the approved advertisement in magazines, news papers, etc. as proposal. The monitoring process is to ensure that advertisement booking with agency / publisher has been carried out.

6.3.2 CDS Executive shall kept the hardcopy of advertisement for reference.

6.3.3 CDS HOD shall review the hardcopy of advertisement by monitoring it monthly or according to booking with media agency/publisher.

7.0 RECORDS


7.1 Co-X/CDS/SOP04-R01 Creative Task Request Form

7.2 A&P Proposal

7.3 Management Meeting Minutes of Meeting

8.0 APPENDIX / ATTACHMENT

8.1 Process Flow

	TITLE	ADVERTISING & PROMOTION		
	DEPARTMENT	CORPORATE DEVELOPMENT & STRATEGY	DATE	1 ST NOVEMBER 2022
	REFERENCE NO.		REVISION NO.	00
		Co-X/CDS/SOP06	PAGE NO.	Page 7 of 7

PROCESS FLOW

