



**ENGAGEMENT STARTS HERE.**

**ELEVATING EXPERIENCES**



ABOUT

## EXPERIENTIAL EVENT AGENCY

First Wave stands at the forefront of the experiential event industry, pioneering the integration of immersive and interactive technologies to create deep, meaningful connections between brands and their audiences.







## MISSION

### **ELEVATING EXPERIENCE**

At First Wave, our core belief is in the power of connection. We are dedicated to elevating experience, ensuring that every event we create not only connects but transforms, leaving a lasting impact on every attendee.



# FIRST WAVE SERVICES

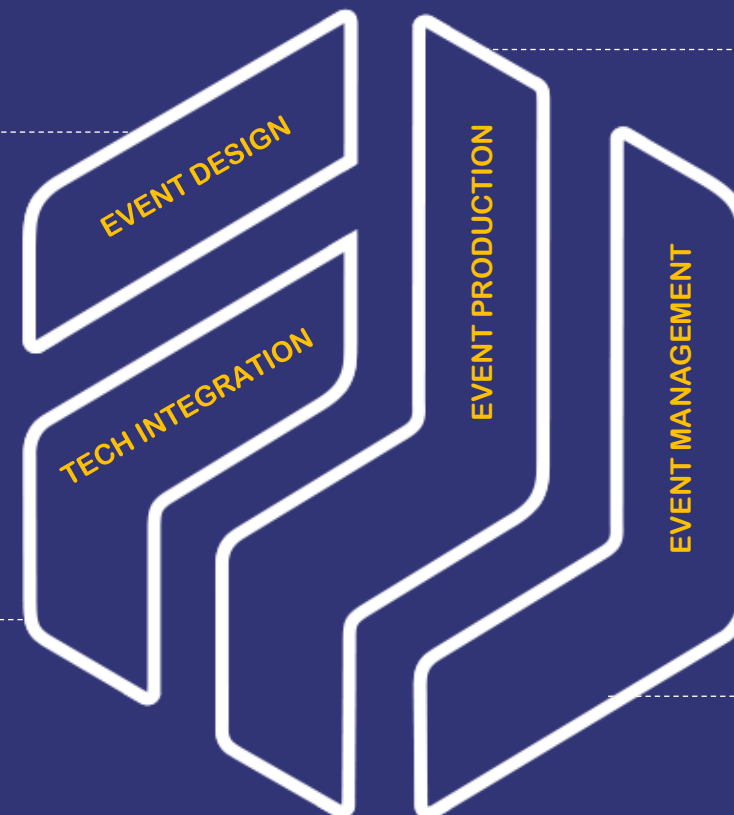
First Wave's team of event experts brings together diverse talents in design, technology, and strategy. United by a passion for innovation, they deliver bespoke experiences that captivate and connect audiences

## EVENT DESIGN

We craft bespoke events tailored to each brand's identity and goals, ensuring every aspect of the event, from theme to decor, resonates with the target audience.

## TECH INTEGRATION

Leveraging the latest in digital and interactive technologies, we enhance event engagement through virtual reality, augmented reality, gamification and live-streaming capabilities, making every event a cutting-edge experience.



## EVENT PRODUCTION

From logistics to on-site execution, our team manages every detail with precision. We ensure that each event not only runs smoothly but also leaves a lasting impact on its participants.

## EVENT MANAGEMENT

We offer seamless end-to-end event management globally, ensuring every detail aligns with client goals and budgets across all markets, delivering hassle-free, impactful experiences worldwide.



# CLIENTS

Our clientele at First Wave spans across continents, encompassing global brands, multinational corporations, and government agencies committed to impactful experiential engagements

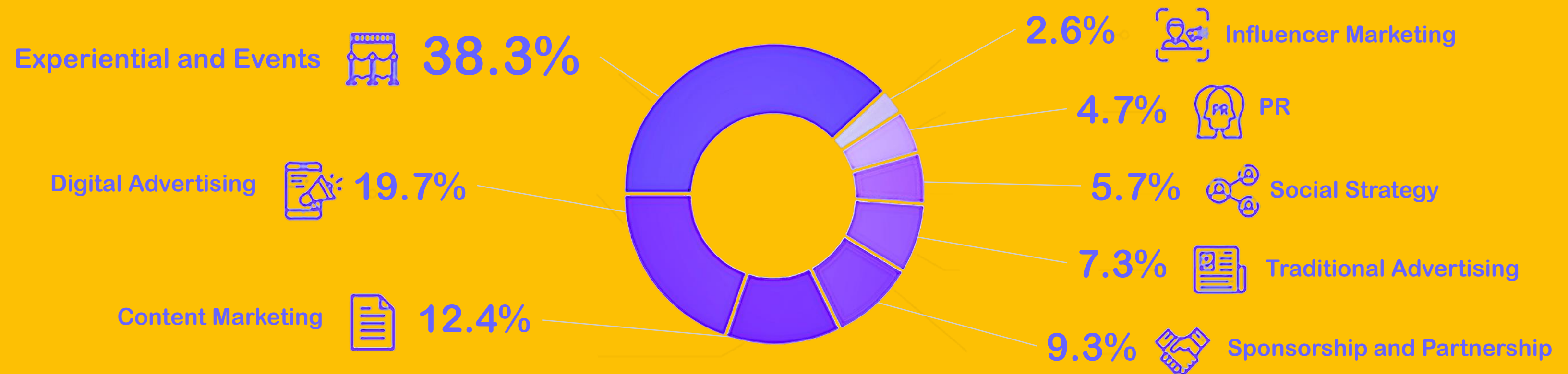




## WHY DO BRANDS NEED EXPERIENTIAL EVENTS NOW?

# LEADING MARKETING TACTIC

Experiential marketing is the top-performing tactic, influencing consumer behaviour more effectively than any other method.





## WHY DO BRANDS NEED EXPERIENTIAL EVENTS NOW?

# LEADING IN CONSUMER ENGAGEMENT

Experiential events catalyse consumer engagement, driving higher content sharing, stronger brand affinity, and increased purchasing behaviour





## WHY DO BRANDS NEED EXPERIENTIAL EVENTS NOW?

# LEADING IN CONVERSION RATES

Experiential events stand out as a premier strategy for modern marketing, driving unmatched conversion rates



93%

of consumers says that live events are more effective than traditional media



96%

of consumers attending events are incline to

**PURCHASE**

54%

of consumers purchase the product or service promoted at the event

74%

of these purchasers become  
**REGULAR CUSTOMERS**



OUR DIFFERENTIATION AT FIRST WAVE

# ELEVATING EXPERIENCE

Elevating brand events through innovative connections and transformative experiences

## ELEVATING IMMERSIVE EXPERIENCES

We elevate immersive experiences by integrating sensory-rich technologies and interactive storytelling to captivate and deeply engage attendees.

## ELEVATING SPATIAL INTEGRATION

Our approach to spatial integration seamlessly blends online campaigns on social media and apps with event content, enhancing the overall presence and impact of engagement.

## ELEVATING GLOBAL EXECUTION

We excel in global execution by leveraging local insights and global networks to deliver consistent, high-quality events worldwide, tailored to meet diverse audience needs.

## ELEVATING CREATIVE DESIGN

Our award winning creative design transcends traditional aesthetics, engaging diverse audiences with innovative concepts that elevate the event experience.

## ELEVATING EVENT TECH

We push the boundaries of event technology by integrating gamification and the latest engagement tools to create cutting-edge, interactive experiences.





Bandai Namco aimed to launch and promote the iconic PAC-MAN in China to captivate the younger generation. The objective was to integrate PAC-MAN into engaging events tailored to resonate and connect with youthful audiences, revitalizing the classic game's appeal.


## OUR APPROACH

Our approach for Bandai Namco involved a 365-day integration strategy that won the Best Innovative Creative Award in 2021. We designed fully localized branding and launched Asia's first immersive, real-life interactive PAC-MAN maze. The campaign also featured a fun run, mall and club events, and a mobile streaming truck roadshow, complete with a community wallet and mini-program to enhance engagement across multiple touchpoints.









THE ASIA GALA x PURIST GROUP

# THE ASIA GALA

The Asia Gala, set during the exciting Singapore F1 week, showcases a line-up of top Asian celebrities. Their primary objectives are to recruit new fans and enhance awareness of The Asia Gala.

## OUR APPROACH

First Wave orchestrated The Asia Gala during Singapore's F1 week, utilizing a multi-faceted approach: setting up targeted social media campaigns, collaborating with major Singaporean media, and partnering with the globally recognized Purist Group. The event features celebrity involvement with JJ Lin, an exclusive City Drive with supercar owners, and culminates in a premium Lunch Gala at Capella, offering a curated 5-course meal, live music, and video installations to attract and engage a high-end audience.





BRAND PARTNERSHIP : PURIST GROUP, SALVATION ARMY, LAMBORGHINI AND MCLAREN

MEDIA IMPRESSION : OVER 10M

MEDIA ENGAGEMENT : OVER 1.5M

ON-SITE IMPRESSION : 1,000+

MEDIA : 30+

SOCIAL MEDIA FANS RECRUITMENT : 8,000+ ON INSTAGRAM



Enjoy an escorted supercar drive led by JJ Lin and Sean Lee, the founder of the Purist Group. Photo by The Asia Gala

A supercar drive and luncheon with JJ Lin  
When: 18 September 2024  
Where: Millenia Walk and Capella Singapore  
In the spirit of the upcoming F1 Grand Prix Season Singapore, The Asia Gala and Purist Group are organising an afternoon of luxury, speed and philanthropy. Supercar owners can look forward to driving alongside 30 other exotic cars, together with prominent Asian figures such as homegrown Mandopop singer, JJ Lin, and for the sake of charity, the youth from Gracehaven Children's Home by The Salvation Army. The experience will conclude with a six-course luncheon at Capella Singapore. Details here.

The Asia Gala Presents Supercar Drive & Luncheon



Photo: Courtesy of The Asia Gala

Fans of fast cars and mandopop will get the best of both worlds as The Asia Gala presents its Supercar Drive & Luncheon event. In partnership with The Purist Group and The Salvation Army, guest will get to go on a super car drive led by Purist Group founder **Sean Lee** and Singapore's o **JJ Lin**, witness a showcase of 30 supercars, and dine on a six-course meal prepared by Capella Singapore's chefs. Additionally, guests have the option of sharing an amazing ride with one of Gracehaven Children's Home's youths.

The Asia Gala's Supercar Drive & Luncheon will be happening on 18 September 2024 at Millen Walk and Capella Singapore. For more information, visit their [website](#).

1. Supercar Drive and Luncheon



ABOVE Supercar Drive and Luncheon (Photo: The Asia Gala)

Look forward to an adrenaline-fuelled afternoon at this supercar drive and luncheon experience held in partnership with The Asia Gala and the Purist Group. Happening on September 18, the event begins at Millenia Walk and takes you on a scenic route around Singapore in a luxurious supercar. The drive ends at Capella Singapore where you'll be treated to a six-course meal.

Millenia Walk  
Address: 9 Raffles Blvd, S(039596)

Rev up your F1 Weekend with these Exciting Off-Track Parties  
September 5, 2024 / No Comments  
CONTENT: Andrew Khoo



Purist Group Supercar Drive & Luncheon - 18 September, Capella Singapore

The Asia Gala brings you an adrenaline-fuelled afternoon of supercars led by Mandopop superstar JJ Lin. This exclusive event brings together all supercar drivers and enthusiasts for an opportunity to drive alongside JJ Lin and Purist Group Founder Sean Lee followed by a 6-course luncheon at Capella Singapore.

Full drive and luncheon experience and luncheon experience tickets are available [Online](#) or email

The Asia Gala酷炫超跑盛宴亮点抢鲜看  
What You Should Know About The Asia Gala's Debut: A Soiree For Supercar Enthusiasts

2024年F1大奖赛季中，车速不可错过的重点活动——由The Asia Gala呈现的Purist Group Supercar Drive & Luncheon，带来一场结合超跑和美食的奢华派对。  
04 SEP 2024



每年的F1新加坡大奖赛，伴随着引擎的轰鸣声和观众的欢呼声，总令人热血沸腾，周边精彩活动也令人万分期待。今年瞩目的活动之一是The Asia Gala和Purist Group携手精心策划的Purist Group Supercar Drive & Luncheon，作为将在2025年上半年登场的The Asia Gala盛大晚宴的前奏，这一活动以奢华与速度为主题，汇聚

汽车爱好者相约9月18日 和林俊杰开车环狮城  
发布:30/08/2024 16:53 更新:30/08/2024 23:47 收藏



(图: 艺人社交媒体)

随着F1新加坡大奖赛季 (GPSS) 临近，The Asia Gala将宣布举办一场“Purist Group超级跑车驾驶与午餐”活动，让汽车爱好者参与一系列和超级跑车相关的难忘项目。  
9月18日，持票者可以到Millenia Walk和其他汽车爱好者并驾齐驱，当中包括受邀为本次活动站台的特别嘉宾：华语流行乐巨星林俊杰以及Purist Group创始人Sean Lee。





SPORTS ILLUSTRATED PARTY x LIV GOLF

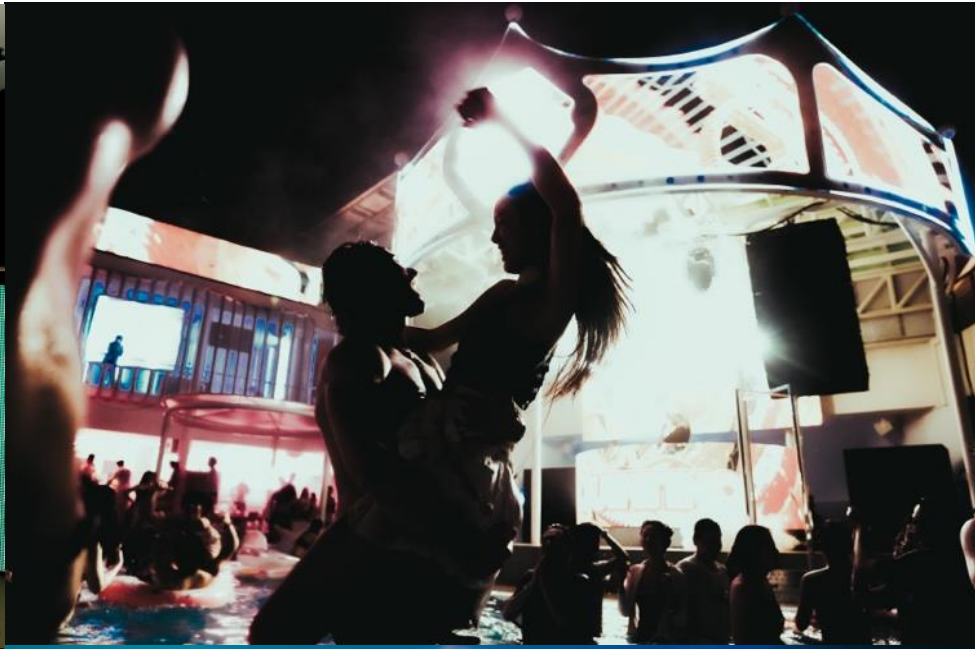
# Sports Illustrated

Sports Illustrated is launching its premier Asia party in Singapore in collaboration with LIV GOLF, aiming to match the high-end experience of its U.S. and European events tied to the PGA, F1, and NFL, setting a new standard for luxury sports entertainment in Asia.

## OUR APPROACH

First Wave designed, promoted, and executed a dynamic event that featured music festival programming with two Top 100 DJs, a luxury pool party, and a creatively designed mini-night sand golf course. Hosted at Tipsy Unicorn in Sentosa, Singapore, this successful event delivered a premium and unforgettable experience, setting a new standard for sports entertainment in the region









MLB LIVE



MLB LIVE is a global event concept by Major League Baseball, designed to engage and recruit young fans in China. It provided a platform where youth could gather, interact with the sport, and learn about its famous clubs

## OUR APPROACH

To launch MLB LIVE in China, we collaborated with a major music festival that attracts 40,000 daily attendees and generates 1 billion online impressions. We promoted the event through a vibrant online graffiti competition, celebrating American culture, and successfully recruited over 20,000 fans to MLB sites, achieving 200,000 engagements. The event featured live graffiti art, batting cages, and pitching games led by professional coaches. Additional attractions included a 360 camera booth, a large-scale clubs card shooting booth, a VIP camping site, and a wishing tree adorned with MLB Chinese lanterns for New Year's Eve, creating a memorable and engaging festival atmosphere.







## CHINA COOL MUSIC FESTIVAL



In celebration of the Winter Olympics in Beijing, China Cool Music Festival tasked us with creating a 1500 sqm interactive area. This space was designed to engage festival-goers by merging the festive atmosphere of the music festival with the spirit of the Olympics. The objective was to provide a dynamic, interactive environment where attendees could actively participate in the celebrations, experiencing both the cultural impact of the Olympics and the vibrant energy of the music festival.

### OUR APPROACH

For the China Cool Music Festival, we transformed a 1500 sqm area into a winter wonderland, celebrating the Beijing Winter Olympics. Our design featured characters from various winter sports, official mascots, and interactive games such as curling. The entire area was carpeted in white, creating the illusion of a snowy landscape, complemented by a winter forest and campsite setup. To enhance the experience and bring the spirit of winter to Guangzhou, a region unaccustomed to snow, we installed fake snow machines. This setup not only provided a unique, wintry experience but also encouraged extensive photo opportunities, allowing attendees to capture and share their moments in this rare snowy environment in southern China.







## OUR IMPACT

# BRINGING HYPE TO YOU

Bringing relevant brands to the market with creative and cutting edge event experiences

We NEVER stop innovating.

We are driven by the belief that bringing IP-branded events to new locations creates powerful, far-reaching opportunities for brands.

By introducing iconic, well-established intellectual properties to diverse regions, we help brands tap into fresh, untapped audiences while expanding their global presence.

These events not only generate buzz but also foster deeper emotional connections with consumers, creating memorable experiences that resonate long after the event ends.

The impact on brands is immense—boosting visibility, enhancing brand loyalty, and driving significant engagement across borders.

By strategically taking IP-branded events to new places, we ensure that each brand's message is amplified and reaches its fullest potential.



## RELEVANT EVENTS:

**THE ASIA GALA'S X PURIST GROUP X JJ LIN  
SINGAPORE**

**SPORTS ILLUSTRATED X LIVGOLF  
SINGAPORE**

**CHINA COOL MUSIC FEST (国潮音乐嘉年华)  
CHINA**

**MLB LIVE X 国潮音乐  
CHINA**





# LIVGOLF X SPORTS ILLUSTRATED IP EVENT

Sports Illustrated is making its debut in Asia with an exclusive event in Singapore, in collaboration with LIV GOLF. This high-end celebration brings the luxury of its U.S. and European events—traditionally tied to iconic brands like the PGA, F1, and NFL—setting a new benchmark for elite sports entertainment in Asia.

**OUR APPROACH:** We designed, promoted, and executed a dynamic event that seamlessly blended music festival vibes with world-class entertainment.

- **Top-tier DJ Performances:** Featuring two Top 100 DJs.
- **Luxury Pool Party:** Exclusive, curated for an elite audience.
- **Creative Mini-Night Sand Golf Course:** A unique, visually stunning experience.



## OUR IMPACT

# BRINGING YOUR VISION TO NEW SHORES

Strategising go-to-market plans that fits your organisation goals, localising your content to land in Singapore.

We recognise that every product and challenge is distinct, which is why we don't believe in a one-size-fits-all approach.

Our strategies are flexible, adapting to the specific region we are working in, ensuring that each solution is culturally relevant and regionally tailored.

Whether for short-term impact or long-term growth, we create plans that maximise results while staying within your budget, aligning with your business vision every step of the way.

## RELEVANT EVENTS:

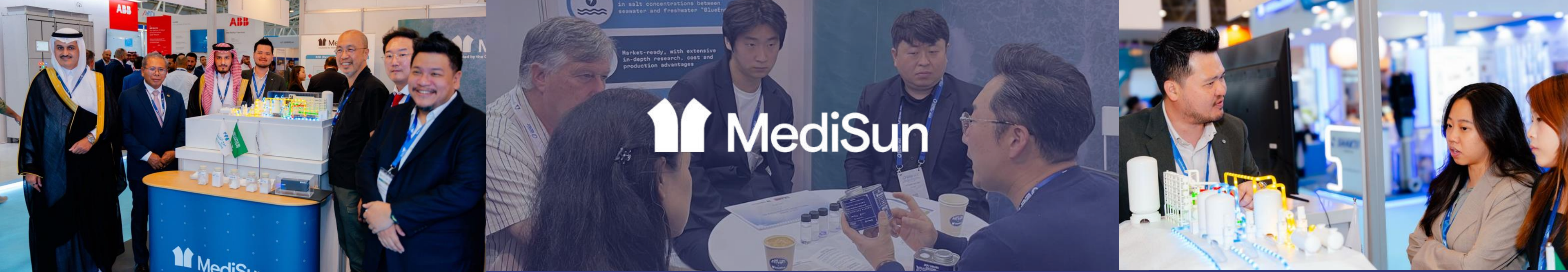
**MEDISUN'S  
2024 REGIONAL OUTREACH:  
BALI, SINGAPORE, ABU DHABI, RIYADH**

**IVYCAMPUS USA  
ABU DHABI - SINGAPORE  
MINISTRY AND ROYAL FAMILY EXCHANGE**

**IREALTY  
PROPERTY SHOW SINGAPORE - MALAYSIA**







## GO-TO-MARKET (OVERSEAS/ REGIONAL EXPANSION)

Beyond crafting extraordinary experiences, we empower startups to break boundaries and reach global markets. Take Medisun, for instance: we've helped them plant their flag in key international hubs like Abu Dhabi, Bali, Singapore, and Riyadh. By amplifying their global presence, we've supported their journey to secure investors and forge impactful partnerships across the world.

**OUR APPROACH:** A comprehensive go-to-market solutions include:

- Offshore Sales Support: Helping to craft sales pitches after evaluating on ground feedback.
- Logistics & Exhibition Prep: Streamlining every detail for seamless events abroad (signing of MOUs, networking dinners & parties) - including accommodation, transportation, fabrication arrangements.
- Exhibitor Liaison: Ensuring smooth, productive experiences for all stakeholders.



## OUR IMPACT

# BRINGING TECH TO CAMPAIGNS

Building customised web based apps to engage audience

Our approach begins with thorough research into your target demographics, ensuring every element of the campaign is tailored to their preferences and needs. From developing content that's linguistically and culturally appropriate to aligning with age-specific trends and current geographical preferences, we leave no detail overlooked.

But we don't stop there.

To ensure lasting impact, we integrate post-event engagement strategies, allowing attendees to continue learning, connecting, and engaging with your brand long after the event ends.

With a keen eye on innovation and relevance, we deliver campaigns that captivate audiences, amplify your message, and drive measurable results.



## RELEVANT EVENTS:

**NATIONAL ENVIRONMENT AGENCY'S  
HAWKERFEST CAMPAIGN**

**CENTRAL PROVIDENT BOARD'S  
GAME ON - TERTIARY & SEC SCH OUTREACH  
CAMPAIGN**

**EARLY CHILDHOOD DEVELOPMENT AGENCY'S  
EXHIBITION 2023 DIGITAL JOURNEY**





# GAME ON! TECH MOTION SENSORS – DIGITAL VENDING MACHINES

We crafted an electrifying hands-on program designed with CPF Board for post-secondary students, combining cutting-edge tech with gamified experiences. Participants engage in three fast-paced, interactive games delivered through a state-of-the-art vending machine, earning tokens as a reward for their participation.

**OUR APPROACH:** From concept to execution, we delivered a fully turnkey solution:

- **Motion Sensor Game Development:** Innovative, responsive gameplay that captivates and entertains.
- **Hardware Integration:** Seamlessly blending advanced tech with vending machines.
- **Creative Collateral:** Engaging visuals and branding materials to amplify the experience.
- **End-to-End Programming and Design:** Every detail, meticulously crafted for maximum impact.





## OUR IMPACT

# BRINGING EASE TO EVENTS

Utilising award ceremony technology for smooth ceremonies



Attendee checks in with QR code from email



Printed card or sticker label is given to attendee



Awardee move to side of stage whenever the sequence, QR code is captured by stage manager



Info is sent to Emcee's tablet, emcee slides to next name as the sequence goes



Information of awardees appear on stage screen, and award distributor's tablet in live time

Our system offers a customised RSVP experience, designed to meet all your event requirements with ease.

As a comprehensive one-stop solution, it streamlines processes by automating reminder emails, facilitating on-site check-ins, and enabling instant badge printing.

For award ceremonies, we elevate the experience with dynamic, non-fixed seating arrangements, promoting networking and mingling. Live updates ensure a seamless flow, delivering a stress-free and engaging event for all attendees.



## RELEVANT EVENTS:

**MINISTRY OF MANPOWER'S  
COVID-19 AWARD CEREMONY**

**HOUSING DEVELOPMENT BOARD'S  
COVID-19 AWARD CEREMONY**

**HOUSING DEVELOPMENT BOARD'S  
NATIONAL DAY AWARDS INVESTITURE**





HOUSING &  
DEVELOPMENT  
BOARD



NATIONAL AWARDS (COVID-19)

CBM Pte Ltd

COVID-19 Resilience Certificate



## HDB COVID-19 AWARD CEREMONY

The National Awards (COVID-19) celebrated the outstanding contributions of over 800 individuals over two days in Singapore's fight against the pandemic. To ensure a smooth and memorable event, we seamlessly integrated advanced technology solutions, enabling efficient live updates and dynamic seating arrangements that facilitated networking and mingling with ease. Beyond tech integration, we managed logistical arrangements and provided end-to-end registration management, from the event's commencement to its conclusion. This meticulous approach ensured a stress-free experience for both the client and attendees, delivering a flawlessly executed event that honoured Singapore's pandemic heroes in the most impactful way possible.

**OUR APPROACH:** An engaging annual conference with interactive tools for both in-person and virtual audiences.

- **Registration and Awards Show Management:** RSVP, on-site registration to award distribution process
- **Food and Beverage Coordination:** Arrangement for food tasting and other necessary operational considerations
- **Post-event Engagement:** Ensuring delivery of awards to absent attendees



## OUR IMPACT

# BRINGING UP-TO-DATE CONTENT TO INDUSTRIES

Conceptualising and designing conference and exhibition programme that engages your audience

At First Wave, we specialise in conceptualising conferences and exhibitions that captivate audiences across a wide range of industries. Our superpower lies in our ability to actively listen and truly understand the key objectives that committees or organisers want to deliver to their audience.

We go beyond simply curating content—we put ourselves in the shoes of the attendees to design an experience that is intuitive, impactful, and easy to grasp.

By focusing on clarity and accessibility, we ensure that the message resonates with every participant, regardless of their background or expertise.

What sets us apart is our dedication to moving beyond one-way conversations. We create dynamic, interactive environments that keep attendees engaged from start to finish.

Whether through innovative formats, engaging activities, or creative content delivery, we ensure the energy and interest remain high until the very last moment.

At First Wave, every event is designed to leave a lasting impression.



## RELEVANT EVENTS:

**EARLY CHILDHOOD DEVELOPMENT AGENCY'S  
CONFERENCE, EXHIBITION AND CELEBRATIONS  
2018-2024**

**SINGAPORE FOOD AGENCY X KKH'S  
FOOD ALLERGY ROADSHOW AND EXHIBITION**

**SPORT SINGAPORE'S  
GOLDEN AGE OF SPORTS EXHIBITION**





# EARLY CHILDHOOD CONFERENCE, EXHIBITION & CELEBRATIONS

The Early Childhood Conference, Exhibition & Celebrations, organized by the Early Childhood Development Agency (ECDA), attracts 1,800 physical attendees and up to 5,000 virtual participants annually. This event is designed to bring together early childhood educators and industry stakeholders to stay updated on the latest standards and developments in the sector. The conference is divided into various segments, offering a platform for knowledge-sharing and collaboration. Starting in 2023, First Wave has taken on the responsibility of producing the entire celebrations show, ensuring that the award segments are integrated seamlessly while keeping attendees engaged and entertained throughout the event. Our expertise in event production has helped elevate the experience, ensuring a memorable and impactful celebration of excellence in early childhood education.

**OUR APPROACH:** An engaging annual conference with interactive tools for both in-person and virtual audiences.

- **Conceptualisation, show design and showcalling:** From the overarching theme for the show, to designing various touchpoints for attendees to actual day show running.
- **Corporate Video Production:** From storyboarding to filming, ensuring professional, impactful visuals
- **Virtual Tools:** Microsite Development to enhance user engagement & live streaming to the microsite that features interactive functions



## OUR IMPACT

# BRINGING COMMUNITIES TOGETHER

Blazing the festival trail with unforgettable experiences at scale

With experience in executing large-scale events like the Chingay Festival and Joseph Schooling's Victory Parade, our team blends logistical precision with rapid, efficient planning.

Our experienced team is equipped to handle the complexities of these high-profile festivals, ensuring flawless execution every step of the way.

We know that the success of large-scale events lies in the details. From streamlined registration to seamless interactions at every fringe activity, we meticulously plan each touchpoint to create a smooth, engaging experience for attendees.

Our commitment to safety is unwavering—by deploying the right amount of manpower and support, we ensure that every participant enjoys the event safely while having a great time.

With First Wave, you're partnering with a team that guarantees unforgettable experiences, expertly crafted and managed, no matter the scale.



## RELEVANT EVENTS:

**LAND TRANSPORT AUTHORITY'S  
CAR FREE SUNDAY**

**PEOPLE'S ASSOCIATION'S  
FAMILY PLAYGROUND 2024**

**PEOPLE'S ASSOCIATION'S  
CHINGAY FESTIVAL 2018, 2023, 2024**





# CAR FREE SUNDAY

Car-Free Sunday 2024 in Singapore transformed the Civic District into an interactive, car-free space, aligning with LTA's vision of a car-lite future. They sought to communicate the impact of this initiative and promote a shared vision of how roads in the future could be designed for pedestrians, cyclists, and public transport. Firstwave was instrumental in helping LTA bring this vision to life by creating immersive experiences that invited the public to explore and engage with these concepts directly.

**OUR APPROACH:** An engaging outdoor experience with isolated spaces to create an immersive experience for the future of roads.

- **Overall Day Programme:** Conceptualising and planning for a half day event programme and ensure that relevant parties are roped in to attend.
- **Interactive and Immersive Space:** We created an air-conditioned space that allowed the attendees to experience the future of roads in a compare and contrast sort of format with senses activated - smell, sight, sound and touch.
- **Road Closure and Logistics:** Supporting the road closures, ensuring safety with comprehensive stakeholders management, marshals and security personnel, and handling the logistical challenges of crowd management.
- **Partners Participation:** Liaised and ensure that all partners have support to carry out their partner activities





**THE WAVE OF CHANGE STARTS HERE.**

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