

# NADA PROMOTAMA

## Company Profile



## WE ORGANIZE:

- Your Events
- Gathering
- Product Launching
- Press Conference
- Design and Decoration
  - Talent Agency
  - Tour and Travel
  - Event Equipment

## General Business Activities

# WHO ARE WE?

## *Fresh Ideas, perspective, and results*

**Istana Pasteur Regency Block CRA Bandung, West Java, Indonesia**

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**[www.nadapromotama.com](http://www.nadapromotama.com)**

- Annual Revenue: \$....
- Total number of Employees: ...
- Number of Employees at Head Office: ...
- Primary Line of Business: Promoter & Event Organizer

### • **Award:**

***“The Best Music Concert 2009 – The All American Reject”  
(FreeMagz Jakarta)***

- ✓ Nada Promotama is a Promoter and **Event Organizer** company established in 2009, your one stop solution for event planning and coordination. It is our job to thoroughly coordinate and schedule the event so that you can concentrate on promotion and working for your show!
- ✓ We attempt to be the best operating event management company in Indonesia, conducting the supreme quality events that not only set the standard for event production, but also introduce the trend for the industry. We have the experience, knowledge, and skills to work for any event, to achieve its utmost potential, no matter how large or small.
- ✓ Event planning requires vision and attention to detail. You need to see the large picture as well as the details. That is why we take the greatest effort to select the best professionals, and together we create an event that everyone will never forget!

## WHAT DO WE DO?

Organizing exceptional events is our specialization. With creative designs, lively entertainment, and fitted themed décor, Nada Promotama **Event Contractor** delivers totality while you can sit back and save your valuable money and time.

We aim to make your event unforgettable and provide the environment that will help all your guests to focus on your goals.

- We have **different ideas** to deliver exclusive entertainment, a momentous event for your guest to memorize.
- We are here to **enhance the theme** of your event and give a special touch, leaving your guests with a one of a kind experience.
- We **take care of every detail** and manage the event for you and your guests to enjoy.
- We create stunning event decoration with **a reflection of your style and theme**, that will provide experiences to support your culture and goals.
- We **create an ambiance** that will entertain your guests until the last moment. Our excellent services in planning and décor will bring your vision to life with style and class, exceeding your every expectation.
- We'd welcome the opportunity to **assist you to make your event the best** it can be, no matter what stage of the planning you're in, where you hold it, who your guests are.

## Company Background and Strategy

### HAVE YOU READ THE STORY ABOUT HOW WE STARTED?

- ✓ Nada Promotama was formed in 2009 by Emil Mahyudin as a director of the company.
- ✓ We launched the first international band concert in Bandung by presenting MAE, the American rock band in 2009.
- ✓ We have since developed with a focus to provide a professional service for customers, and quickly demonstrate a strong market presence by presenting further international music performance and introduce their music to the country.
- ✓ We have cooperated with many local artists and sponsors, in big and small cities (Peterpan, Noah, Nidji, Geisha, Naif, Republic, Cita Citata, Setia Band, Pas Band, SO7, Isyana, Raisa, Mocca, Dewa, Duo Serigala, Iwan Fals, etc.)
- ✓ We are **currently expanding our business line**, related to event management:
  - We provide extensive inventory related to **event equipment, show management, car rental, or tours and travel.**
  - To improve our business performance, we are **diversifying our business** by performing clients' needs such as product launching, brand activation, MICE, corporate gathering, etc. As of today, we handle hundreds of diverse projects each year throughout the country.
  - We are an **exclusive distributor** of 400 m **Mojo Barriers** in Indonesia. Mojo Barriers has expanded its international capabilities with the announcement of its new Indonesian distribution partner, Nada Promotama, following an increase in music events and tours heading to the region, May 2016.

## OUR VISION:

- Nada Promotama wants to be **the best event organizer in the country** to help organizations, companies, fairs & festivals, event venues and families, by presenting the most creative idea in effective events with commitment, and provide our clients with the excellent personalized events they have aspired for.

## OUR MISSION

- Nada Promotama Event Organizer's mission is to provide our clients **with the most inspiring event planning and decoration services**. Nada Promotama Event Planners assure to make any event unforgettable.
- We are committed to giving **the best quality service in the most effective manner**, planning and presenting the complete event experience that communicates our client's vision and surpasses their goals.

## Scope of Work

## OUR SERVICES

- **Event organizer:** Outdoor event, show management expert, press conference and product launching, gala dinner or company gathering
- **Music Promoter:** Local and international artist
- **Design and Decoration**
- **Talent Agency:** We are an exclusive talent agency for Musica Studio.
- **Tour & Travel:** Ticketing for company/groups/personal

- **Event Equipment:** We provide 710 m hoarding, 400 m **Mojo Barriers** (as an exclusive distributor in Indonesia), Rigging stage of 12x10x9 m, event Vehicles (Hino Dutro, Toyota Hi-Ace, Toyota Innova, Avanza, etc.)

## OUR COMPLETED PROJECTS

### Top 10 among hundreds of our projects include:

1. **MAE- USA (2009)**- Live Concert, Bandung.
2. **The American Rejects (2009)**- I Wanna Rock Tour – Starmild, Jakarta.
3. **Copeland (2010)** - The Farewell Tour Concert - L.A Light, Jakarta
4. **Secondhand Serenade – Indonesia Concert (2011)**, Surya ProMild, Jakarta
5. **You Me At Six (2012)**- Surya Promild, Jakarta
6. **Deftones - USA (2013)** – Koi No Yokan Tour - GG Mild, Bandung
7. **One OK Rock (2014)** - Who Are You, Who Are We Tour, Jakarta.
8. **Mari Berdanska (2015, 2016)**- Annual Jamaican music festival held in Bandung.
9. **Highlight Suryanation (2016)**: The Unforgettable Journey Kerispatih & Sammy Simorangkir in Concert, Jakarta.
10. **Local Artists:** Tribute to Peterpan, Noah, Nidji, etc.

## OUR BEST CLIENTS



**PT. GUDANG GARAM Tbk.**  
KEDIRI - INDONESIA



**BRITISH AMERICAN  
TOBACCO**



## Management Directory

### MEET THE TEAM MEMBERS

#### **Energetic. Experienced. Talented. Fun.**

Our chosen team come from diverse backgrounds to promote a creative environment. We do what we do because our founders and many of our young staffs have a passion for promoting music and live events.

- Emil Mahyudin (Director)  
Emil.mahyudin@nadapromotama.com
- Imam Fauji (Operational Manager)  
Imam.fauji@nadapromotama.com
- Endang Nurhayani (Finance)  
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- Anggia Citra Megasari (Creative Designer)  
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- Beni Utama (Project Officer)  
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