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 Singapore Prestige Award

SME ICC conference

ZB Makers’ Space

Heartland Enterprise Star Award

Venue partnership

The bosses network learning cruises
Engaging new audience
- National Chinese Challenge

- Promotes learning of Chinese and appreciation of culture
- 6th year running
- About 2000 students participated in preliminary round
Reinventing existing events
- Singapore Book Fair

- 34th 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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