

MYANMAR EMPLOYER AWARDS



REACH FOR THE STARS
— 2020 —

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JobNet.com.mm

VIP Invitation to Participate



MYANMAR
EMPLOYER
AWARDS



2020 **ADDITIONAL** EMPLOYER BRANDING OPPORTUNITIES FOR PARTICIPANTS



During and post event promotional, media advertising and editorial exposure



MEA Winner status usage rights license



Official MEA and JobNet.com.mm websites listing
+ Paid Social media marketing campaigns



Printed and display materials including badges and media partners through newspaper distribution



Trophies, certificates and premium roll-up standees



Stage visibility on **Award Gala** night

SETTING THE GOLD STANDARD IN RECOGNISING BEST EMPLOYERS IN MYANMAR

"I'm honored to be supporting the Myanmar Employer Awards and the vision of recognizing employer excellence to foster the growth of Myanmar "



HEAD JUDGE

Prof. Dr. Aung Tun Thet
Former Economic Advisor to the President
of Myanmar

"The MEA will bring good things for our country. Strong competition is accelerating development and change. The MEA will support the development of employment and private sector"



U Phyo Min Thein
Chief Minister of Yangon

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2020 AWARD NIGHT GALA EVENT

3

VIP Speeches (2x
UMFCCI, Ministry of Labor)

550

attendees (CEOs, MDs, HR Directors
and members of the business community)

54

awards
Gold, Silver and Bronze

World class

Entertainment

The largest business
gala event of the year!



MYANMAR EMPLOYER AWARDS



OUR PARTNERS

*Official Awards
Verifying Partner*

Deloitte.

Media Partners

THE STRAITS TIMES

MYANMAR TIMES

MYANMAR INSIDER

Supporting Partners



Venue Partner



MYANMAR EMPLOYER AWARDS



Previous year's selected participants

Over 150 companies have participated in the Myanmar Employer Awards so far.



And more...



2020 MEA Timeline

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

JAN

Media
partnerships
finalised

Awards open
for entries (July
7th)

Award
entries close
(September
18th)

Final
judging
day

Gala MEA
event night

MEA integrated marketing campaign (Jul 2020 - 2021)

MEA website and
social media platforms
feature 2020 event
notification

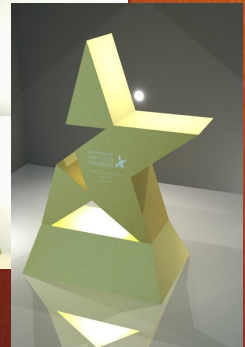
Sponsorship
opportunities
open

Judging
commences

Gala event
tables open
for sale (early
November)

Post-event PR and
media campaign
commences
Dec 12 – Jan 12

The Official MEA Trophy



Employer Branding Badges Set

Sample designs:



A set of branding badges will be designed and provided to you. These badges are suitable for online content, social media posts and email signatures.

Online Employer Branding Badges Set

Online Winner badges exclusively on your JobNet company profile for maximum employer branding to visiting job seekers.

Draft designs:

JobNet.com.mm Home My Profile Dashboard Job Alerts Recommended Jobs Applications Employer Views News

Ooredoo Myanmar, first & only organization in Myanmar to be **Great Place To Work** Certified for 2 consecutive years!

Great Place To Work Certified 2 JUL 2019 - JUL 2020

Ooredoo Myanmar Submit General Application

Employer Type : Direct Employer

Industry : Telecommunications

No Employees : 501-1000

Address : Myanmar Centre Tower 1192, Kaba Aye Pagoda Road, Bahan Township, Yangon, Myanmar, Yangon, Myanmar

OOREDOO MYANMAR JOBS AND CAREER PROFILE

MYANMAR EMPLOYER AWARDS 2019 WINNER

MYANMAR EMPLOYER AWARDS 2020 WINNER

Watch Video

Goredoo Mya

Knowledge Teeshop Seminar

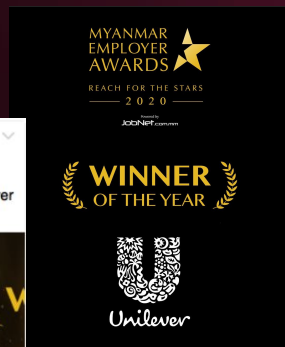
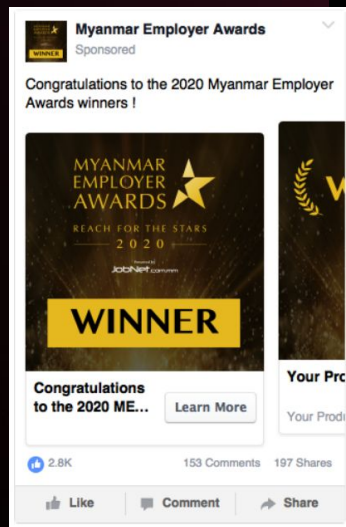
Employer Branded Roll-Up Standee

A premium Roll-Up will be delivered to your office so you can proudly place it at your premises. This can be useful also at job fairs to enhance your booth decoration!



Professional Social Media Campaign

You'll enjoy vast social media reach with our post-event digital marketing campaigns, ensuring your brand is seen and recognized as a top employer of the year!



2020 MEA Winners Employer Branding + Marketing Privileges

Entry fees per one HR or CSR category

\$ 185 Entry Fee per category

- Includes Finalist trophy if won
- Includes Finalist logo on Media Partners (Myanmar Times & Straits Times) page if won
- Includes Finalist badges if won

Entry fees SME category

\$ 125 Entry Fee per category

- Includes Finalist trophy if won
- Includes Finalist logo on Media Partners (Myanmar Times & Straits Times) page if won
- Includes Finalist badges if won

Gala Awards Night

Awards Dinner seat \$165

Award Dinner table (10 seats) \$1,395

- **Bronze Award Employer Branding + Marketing Package (for each Award) \$ 175***
 - Exclusive MEA Winner Logo usage rights to display winner status for a given year
 - 1 x MEA Official Trophy
 - Employer Branding Badges set
 - 10% discount on JobNet events (non cumulative)
- **Silver Award Employer Branding + Marketing Package (for each Award) \$ 375***
 - Exclusive MEA Winner Logo usage rights to display winner status for a given year
 - 1 x MEA Official Trophy
 - 1 x MEA Official Certificate Plaque
 - Employer Branding Badges set
 - Employer Branding Online badges on your JobNet profile
 - Employer Branding Carousel ad on FB and LI, digital boost
 - 10% discount on JobNet events (non cumulative)
- **Gold Award Employer Branding + Marketing Package (for each Award) \$ 575***
 - Exclusive MEA Winner Logo usage rights to display winner status for a given year
 - 1 x MEA Official Trophy
 - 1 x MEA Official Certificate Plaque
 - Employer Branding Badges set
 - Employer Branding Online badges on your JobNet profile
 - Official Press Release Special Mention to be published on Media Partners
 - 30 sec video interview on Award Night (non cumulative)
 - Employer Branding Carousel ad on FB and LI, digital boost
 - 1 x Editorial article on JobNet Blog about your company (non cumulative)
 - 1 x Premium Quality Roll-Up with large Company Logo
 - Your Company Logo in Official Winners section on MEA website
 - Your Company Logo in Official Winners section on JobNet website
 - Mention in 1 x EDM (Email) post Awards Gala to JobNet Employer and JobSeeker database (non cumulative)
 - 10% discount on JobNet events (non cumulative)
 - Logo in Myanmar Times full page
 - Logo in Straits Times full page

*If you qualify as an SME, you are entitled to enjoy a 30% rate reduction

2020 MEA Investment Terms & Conditions

Terms and Conditions

- You can apply for a maximum of 4 HR categories + CSR category
- By entering the program, you commit to purchasing the Award Marketing Package for each award you win and to be present on the Award Gala night to receive the awards.
- Example calculation for Entry Fees
 - Applied for 3 categories:
 - Best Learning and Development (185 USD)
 - Best Rewards & Recognition (185 USD)
 - Excellence in Working Environment (185 USD)
 - Total due at time of application: $185 \times 3 = 555$ USD
 - 1st Payment: 555 USD
- Example Gala Dinner table sales, you can choose the level of presence you want to have at the Award Gala Dinner
 - 1 table and 5 seats $(1,395 + 5 \times 165) = 2,220$ USD
 - 2nd Payment: 2,220 USD
- Example Final results after judging is complete and announced on the Award Gala Dinner:
 - Best Learning and Development = Silver Award
 - USD 375 Award Marketing Package
 - Best Rewards & Recognition = Gold Award
 - USD 575 Award Marketing Package
 - Excellence in Working Environment = no Award
 - No need for marketing package
 - Total Award Employer Branding + Marketing Packages due: USD 950
 - 3rd Payment: 950 USD

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Thank you

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