

About Us – Overview

Business Overview

1. Creative Event Agency

The company is a leader in Event Management Business integrated with marketing communication for creative experiences (Turnkey Event Management). There are various types of events such as Corporate & Marketing Event, Meetings Incentive Convention & Exhibition: MICE, and Entertainment & Lifestyle business. The company focuses on creativity mixed with innovation & technology. Five companies work as Creative Event businesses, namely: CMO Public Company Limited, Muse Corporation Co., Ltd., Muse K Agency Co., Ltd., Momentum S Co., Ltd., and CM Lab Co., Ltd.

- **Corporate & Marketing Event**

The Company focuses on creative and marketing promotion management to create brand awareness such as making product launch events, doing online marketing, using various social media, organizing seminar and important festival etc. All of these are marketing strategies that create experience for the customers' target group in order to bring out positive emotion and brand recall. As the result, brand experience is establish in the customer mind in the forms of liking, preference, desire and need to possess which will finally lead to the purchase decision, increasing sales value and brand value.

- **National & Public Event**

The National and Public event is set for the campaign of each customer which has special campaign in their product. This event will set in a short time period and need participation of people. Almost, the National and Public event will set for a special occasion or annually.

- **Meetings Incentive Convention & Exhibition: MICE**

The Meeting Incentive Convention & Exhibition industry is the one of event service that constantly expanding that MICE team's full functional service from create and brainstorm idea till organize meeting. Moreover, the Company's MICE team is equipped with instrument, technology and potential that is sufficient to fully accommodate the business opportunities. For the Example of MICE; welcoming party, education seminar, farewell party and public relations' meeting.

- **Corporate & Private Lifestyle Service**

Providing the Private Lifestyle Event services such as birthday parties, weddings, or private parties. The company service since giving advice, suggesting ideas, proposing interesting ideas or concepts, designing and providing equipment and organizing events to come out modern and unique. The highlight of the Private Lifestyle Event of the companies is bringing interesting fashion styles in everywhere to blend with each person's lifestyle.

- **Creative & Entertainment Production Agency**

Creative & Entertainment Production Agency is operated in full service of Music Entertainment business including organizing concert parties, all type of showbiz. The company emphasize on different creative concepts via creating tailor-made events with identity for each client that serves clients as one-stop-service.

- **Digital & Hybrid Event**

Since 2020 the Coronavirus (COVID-19) pandemic impacted to people around the world. So the Company's market strategy has changed by focusing on opening of 3 integrated live streaming studios of variety scales, fully with visual, lighting, sound and live streaming system to support digital event. The digital event is not only just an event which is broadcast via live streaming, it also covers the utilization of digital technology such as Augmented Reality (AR), computer graphic (CG), interactive media, online registration, lucky draw system, product purchase system, and Virtual Museum Exhibition. The digital event has become increasingly popular in every industry.

- **Museum & Exhibition**

Exhibition fair both permanent and temporary are the marketing communication tools by convey difference purpose depends on project's objective. Whether for education or commercial proposes, the Company has a professional team who are expert every step of the operating process as concept, theme, interior, exterior, building or maintenance. Furthermore, there is a complete range of services of unique techniques and equipment which meet museum and exhibition to be modern and digital and attract new gen people.

2. Equipment Service

Event equipment rental service is operated under PM Center Company Limited (Abbreviation as PM). PM center is an all-in-one service supply that PM serves the market by providing equipment rental service along with installation and technician service, as well as production consulting service.

Currently, PM's service is categorized by system in 5 categories as following;

- Image or visual system
- Lighting system
- Audio system
- Special Effect
- Rooftop & Structure System

3. Visual Creator & Production House

Visual Creator & Production House is related to virtual creation, designing, controlling, and production of VIDEO & Cinema Production, TVC, Multimedia, Interactive, CG, Virtual & Digital Content, Animation, and New Media that operate under Nerve Creative Co., Ltd.

Our four Core Services are:

- Video & Cinema Production: one-stop service of video production from creative & script development, shooting production, computer graphic development, sound recording and mixing and video editing. Our types of video production ranges from corporate video, promotional video, product.
- Virtual Experience: using media production techniques through technology such as Live Streaming, Virtual Reality (VR), and Augmented Reality (AR).
- Multimedia: a presentation made by multi-media including video, images, graphic, light & sound to use for marketing event, conferences, exhibitions and museum.
- Interactive Media: This kind of media is used to coloring the events, exhibitions or museums to draw clients or participants' attractions as they can interact with the media to get into the details or information of the products and services by a more entertaining way. Our interactive media includes photo booth, interactive shadow, Kinect interactive program, multi-touch table, reactable, transparent display and augmented reality.

4. Entertainment Agency

Entertainment Agency operates under "CM Live Co., Ltd. ("CM Live")" which is a Concert & Fanmeet promoter from South Korea, Thai, Europe, and USA. CM Live aims to be a leader of In-bound Live Entertainment Experience, fully stepping into the Entertainment Business. To entertain Asia and Global and bring world festivals into Thailand.

5. Digital and Technology Solutions

Digital and Technology Solutions is a new business of the company. The goal is to develop and reach the company into the technology business efficiently. As part of expanding the technology business, the company has to spend a long time learning meticulously to create full solution service for both regular and new customers. Also, helping organizations and brands to transform business in web 3.0.

6. Utility Service

Utilities Service is operated under Exposition Technology Company Limited (Abbreviation as Expo Tech) which is a subsidiary that the Company is a shareholder holding 40% of the paid registered capital.

Expo Tech is a provider of utility service systems such as electrical connecting system, water piping system, air duct system and signal wiring system that are essential to event organizing. Furthermore, Expo Tech is the official operator of utility service for the Challenger Hall of Muang Thong Thani.