



FIRST WAVE

Activation. Engagement. Mediatech.

Need to engage your audience? That's what we do best.

Both on-ground and online, we craft experiences that get your audience thinking, interacting, and buying.

Bring your brand to life through gamification, augmented reality, motion-capture and more. Through any platform, digital or physical.

Let's connect.

Why Us?

80+

**Companies &
Brands**

90%

**Client
Retention**

400+

Activations



**Award
Winning
Agency**



**Engagement
Through
Mediatech**



**Virtual,
Hybrid, and
On-ground
Activations**



**14 Years of
Crafting
Experiences**

First Wave Originals

Monopoly Explore! SG

The [Monopoly Explore! SG](#) mobile app gives players a fun new way to interact with brands, explore Singapore, and get rewarded.

Season 1 saw 26,000 rewards issued for partners including BreadTalk Group, National Heritage Board, PropNex, Amocan, Arts House Limited, Gong Cha, foodpanda, kkday, and CarTimes, among many others.

Built in partnership with Hasbro.

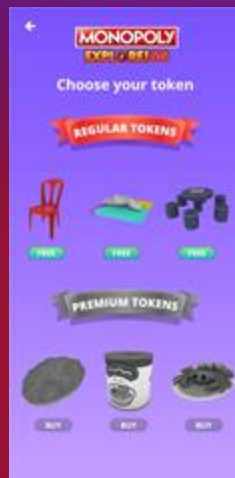
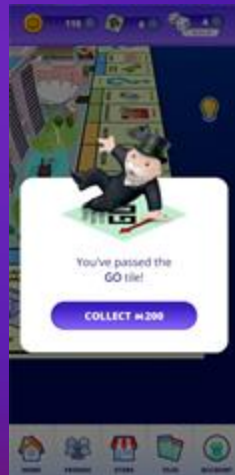


Fast-Dealing Property Trading Game

MONOPOLY

© BRAND

EXPLORE! SG



Gamified Engagements

Hawker Fest Campaign

Client:

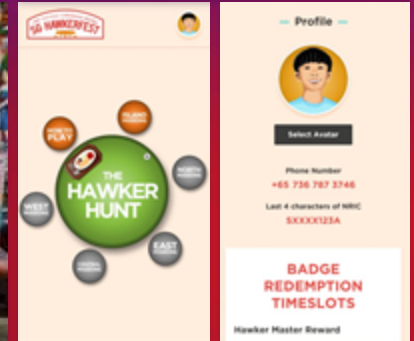
National Environment Agency

Description of event:

- Key features: roadshow activation and interactive microsite with gamification mechanics.
- A 2021 campaign by NEA, conducted at 29 different hawker centres to celebrate Hawker Culture being added to the UNESCO list of intangible cultural heritage.

Deliverables:

- Turnkey development of microsite, gamified web application, including concept, design, programming, roadshow activation and more



SkillsFuture Virtual Roadshow

Client:

SkillsFuture Singapore

Description of event:

- [SkillsFuture Virtual Roadshow 2020 Key Features](#)
- In 2020, we helped Skillsfuture organise a virtual roadshow using immersive technology to allow attendees to experience a fully 3D-rendered exhibition from a first-person point of view that is fully interactive and experiential.

Deliverables:

- Turnkey development of 360 immersive virtual roadshow, including concept, design, programming, hosting and more.



GAME ON! Motion Sensors– Digital Vending Machines

Client:

Central Provident Fund Board

Description of event:

- [CPF Game On! Programme](#)
- Hands-on, experiential programme where post-secondary students go through 3 short, fast-paced games via an interactive vending machine and get a token for their participation.

Deliverables:

- Turnkey development of motion sensor games and hardware integration with vending machines, including concept, design, programming, collateral and more.



GAME ON! Android App Dev/ Interactive Game Boards

Client:

Central Provident Fund Board

Description of event:

- Tiered-engagement programme consisting of assembly, exhibition and workshops that gives secondary school students a quick overview of the CPF system and basic financial literacy concepts.

Deliverables:

- Turnkey development of app-enabled interactive game boards, including concept, design, programming, hosting and more.



ASSEMBLY

- Brings key CPF information and financial literacy concepts to life through humour and games

EXHIBITION

- Team-based game through a mix of digital and tactile elements
- Students will get to experience journeying through different life stages and learn about CPF and financial literacy concepts



WORKSHOP

- In-depth and personal experience when students play an interactive board-game with their classmates

Multplayer Gameboard
Social gaming with fellow classmates



App based interactive
gameplay



Operation M.A.C.E. Dengue Awareness Roadshows

Client:

National Environment Agency

Description of event:

- Operation M.A.C.E. Dengue Awareness Roadshows; including development of Counter Strike-style FPS game with National Competition League, webtoon series and comic strip collaterals

Deliverables:

- Deployment across schools, public venues and children convention



Virtual & Hybrid Projects

History Symposium

Client:

Ministry of Education

Description of event:

An academic sharing of best practices for educators pertaining to the study of the subject discipline History.

Deliverables:

- Turnkey event management
- Streaming platform management
- Management of 3 concurrent breakout rooms



Geography Symposium

Client:

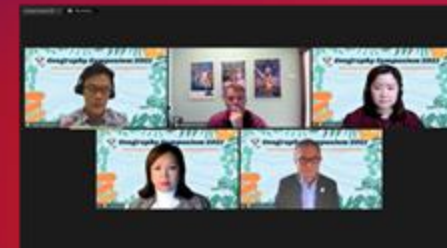
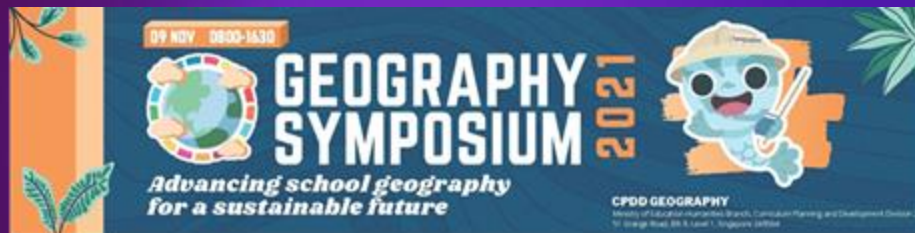
Ministry of Education

Description of event:

The Geography Symposium aims to provide opportunities for members of the fraternity to learn from one another, teacher leaders and experts from public and private organizations on various emerging trends that have implications on geography education as well as to expand their network of professional support.

Deliverables:

- Turnkey event management
- Streaming platform management
- Management of 10 concurrent breakout rooms



Conversations on SG Green Plan – 26 October 2021

Client:

National Youth Council

Description of event:

Fully virtual event where we engaged students from ITE and IHLs in a series of conversations to better understand youth sentiments on the Green Plan

Deliverables:

- Live streaming management
- Facilitation Training
- Transcription services
- Provision of Emcee



Community Capability Trust – Donor Engagement Event

Client:

Community Chest

Description of event:

Fully virtual event with hosting held at a studio and live streamed to audience and guests attending virtually. Panel Discussion in main room and networking sessions held in Zoom breakout rooms

Deliverables:

- Live streaming management via Zoom
- Design conceptualisation
- Studio setup



The SPF Scholarship & Home Team Scholarship Award Ceremony 2021

Client:

Singapore Police Force

Description of event:

Prestigious scholarship award ceremony for Ministry of Home Affairs (MHA)

Deliverables:

- Management of live streaming via Zoom
- Design works



Social Service Summit & Annual General Meeting 2021

Client:

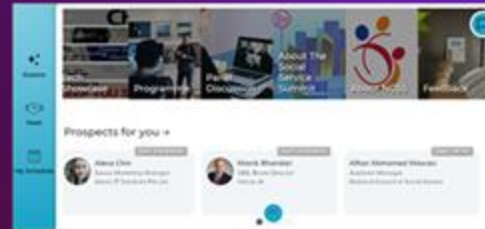
National Council of Social Service

Description of event:

The Social Service Summit is NCSS's annual signature event which brings together leaders from the social service ecosystem to build networks and collaborate for change.

Deliverables:

Turnkey event management including ideation and design, development of virtual conference platform and live stream management catered to 5,000 delegates, physical event management for 50 working community adhering to SMM and post event data collection and analytics.



Singapore International Physiotherapy Congress 2021

Client:

Singapore Physiotherapy Association

Description of event:

- 2-days conference spanning over 3 tracks to promote networking, collaborations and academic discussion to empower physiotherapists
- Physical: 2018 Virtual: 2021

Deliverables:

- Secretariat Support
- Speaker Management
- Management of Live Streaming via Zoom



Annual Practice Update 2021

Client:

Society of Infectious Disease (Singapore)

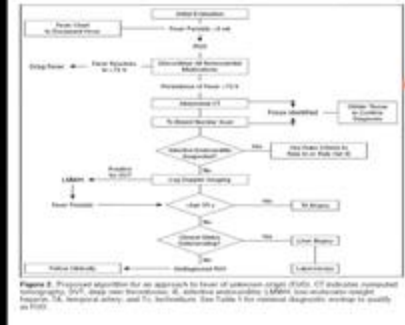
Description of event:

- Annual event covering relevant topics in Infectious Diseases held virtually over 2 afternoons via zoom

Deliverables:

- Secretariat Support
- Registration Management
- Sponsor Management
- Speaker Management
- Website Development
- Management of Live Streaming via Zoom

Evidence-based approach to FUO
Mourad Arch Intern Med 2003; 133: 545



Do not forget 3 minor categories
Factitious fever
Habitual hyperthermia
Drug-related fever

Knockout: JAMA 2003; 289

Figure 2. Proposed algorithm for an approach to fever of unknown origin (FUO). FUO definition: unexplained fever of >38°C (100.4°F) on 3 occasions, >3 weeks duration, >30 days after exclusion of all other causes of fever. See Table 1 for inclusion/exclusion criteria for FUO.

Outline

- Epidemiology, pathogenesis
- Microbiology
- Diagnosis
- Complications
- Treatment
- Monitoring

PAYM Watch Party

Client:

People's Association

Description of event:

- PAYM Chingay Contingent members to share with participants their passion and what motivates them to take a lead and innovate their contingent yearly

Deliverables:

- Scripting
- Logistical management
- Management of streaming: Via FB Live



CHINGAY National Education Assembly Campaign

Client:

People's Association

Description of event:

- A campaign activation conducted for over 50 primary, secondary and tertiary schools about Chingay Parade and promoted the activities organized by the Chingay Team.

Deliverables:

- Appointed Campaign Manager for 2013/ 2014/ 2015/ 2016/ 2021
- Engaged over 52,000 students virtually through 58 sessions of Assembly Programme in 2021



Online iSSWG Launch Event & Webinar 2021

Client:
SPF

Description of event:

- Jointly organised by SPF and Asia Internet Coalition (AIC), iSSWG is the launch of a new watch group to fight against terrorism

Deliverables:

- Production of launch mechanism and backdrop
- Event management for launch and live online webinar
- Streaming platform: Zoom



Future Economy Conference & Exhibition

Client:

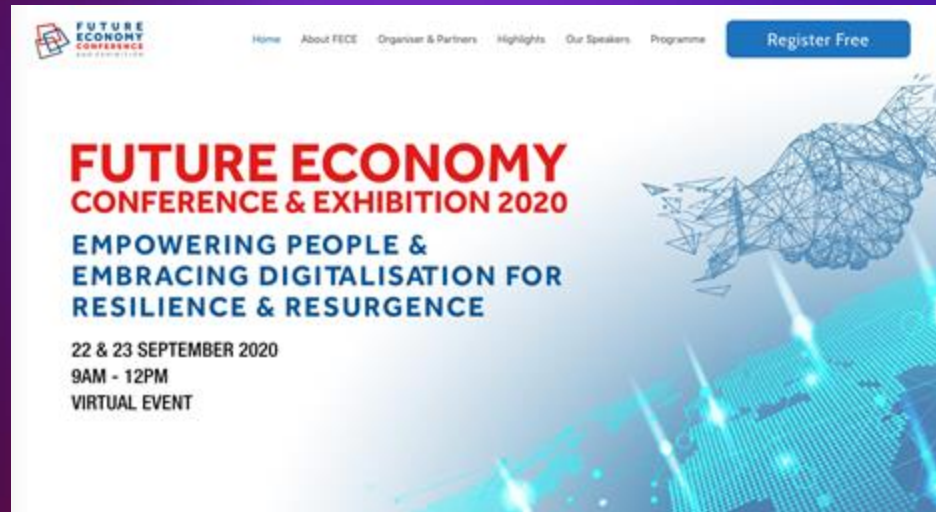
Singapore Business Federation

Description of event:

A combination of live-streamed sessions online and attendee networking via mobile application catered to 1,500 business leaders.

Deliverables:

- Ideation and design
- Website and app build
- Event management



The banner features the event title in large red and blue text, a navigation menu at the top, and a 'Register Free' button. The background is a stylized blue wireframe map of Singapore with digital data points.

**FUTURE ECONOMY
CONFERENCE & EXHIBITION 2020**

**EMPOWERING PEOPLE &
EMBRACING DIGITALISATION FOR
RESILIENCE & RESURGENCE**

22 & 23 SEPTEMBER 2020
9AM - 12PM
VIRTUAL EVENT



Opening Address by Minister for Trade and Industry, Mr Chan Chun Sing

MR CHAN CHUN SING
Minister for Trade and Industry

Mr Chan Chun Sing, Minister for Trade and Industry, will deliver the opening address at the event. He will share his vision for the future of Singapore's economy and the role of the government in supporting businesses to thrive in a digital world.



Intended Outcomes

For Businesses

- Gain insights into the latest trends and opportunities in the digital economy
- Connect with industry leaders and experts
- Explore new business models and solutions

For Investors

- Identify potential investment opportunities
- Gain insights into the latest trends and opportunities in the digital economy



A screenshot of a virtual event interface showing a grid of video feeds for participants. The interface includes a title bar, a navigation menu, and a 'Register Free' button.

SGSecure@Workplaces Seminar and Webinar Series

Client:

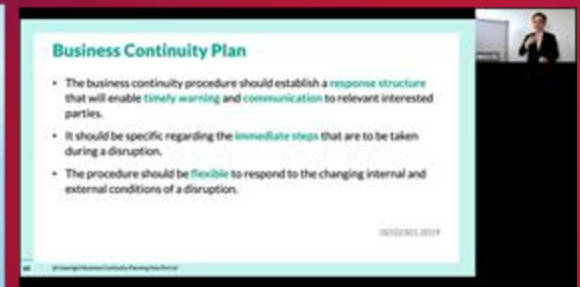
Ministry of Manpower

Description of event:

SGSecure@Workplaces Seminar and Webinar Series aims to strengthen the vigilance and resilience of workplaces to withstand terror attacks, and other situations that may adversely affect the harmonious working relationships at our workplaces.

Deliverables:

- Overall Event Management for Seminar and pivoted to Webinar in 2020 and 2021
- Over 200 SGSecure Representative participated in each seminar and over 500 SGSecure Representative attended each webinar session



Singapore 100 Women in Tech Webinar

Client:

Infocomm Media Development Authority

Description of event:

Singapore 100 Women in Tech Webinar 2020 aims to celebrate the contributions and achievements of women in the tech sector, from diverse ages and backgrounds.

Deliverables:

- Studio set-up
- Live-streaming services - 3 camera angles with green screen, overlay of lower third slate
- Streaming Platform: ESPxMedia Platform and Facebook Live



Difference in YOUths – Live with Tosh

Client:

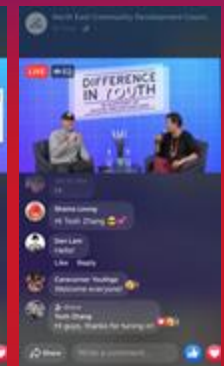
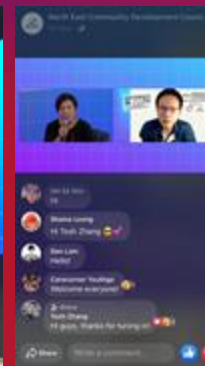
North East Community Development Council
& Care Corner SG

Description of event:

Tosh's personal journey with mental health and how he overcame his challenges and what individuals can do to support youths facing mental distress and struggles

Deliverables:

- Event Management for Live Webinar
- Studio set-up – 2 camera angles with LED Backdrop, video overlay and audience Q&A
- Streaming Platform via FB Live and Zoom platform



HDB Annual Conference 2020 & 2021

Client:
Housing Development Board

Description of event:
The HDB Annual Conference allowed 5,500 staff to experience an interactive seminar. The virtual conference used streaming and interactive technology to showcase some of the key elements such as live streaming of guest speeches, Q&A sessions and panel discussions.

Deliverables:

- Turnkey event management
- Live-streaming services (Workplace @ FB)
- Development of microsites
- Pre-event recordings
- Video productions



PA Project We Care Dialogue

Client:

People's Association

Description of event:

This special edition aims to bring together SMEs to share and discuss on current challenges faced by local SMEs, as well as opportunities and best practices that resulted due to the COVID-19 pandemic

Deliverables:

- Turnkey event management
- Live streaming services on Zoom
- Development of microsite
- Data collection and analytics
- Registration Management



Public Sector Transformation Conference

Client:
GovTech

Description of event:

The Public Sector Transformation Conference 2019 aims to inspire and encourage public officers, especially those in service design and implementation roles, to rethink service delivery from the citizens' point of view. The programme also includes learning journeys at companies such as Grab and OCBC and Service Journey foundation workshops.

Deliverables:

- Turnkey event management
- About 300 delegates from the public sector attended
- Live Stream to Workplace and multiple destinations onsite



Conference & Corporate Events

9th International Conference – Together Against Stigma

Client:

Institute of Mental Health and National Council of Social Services

Description of event:

- An international platform to discuss stigma issues that continue to plague people with mental health conditions.
- Over 500 international participants across 6 parallel tracks

Deliverables:

Turnkey event management, including custom-built registration system and website, penetration tested for enhanced data security and onsite air-printing of delegate badges



Early Childhood Conference & Exhibition

Client:

Early Childhood Development Agency

Description of event:

The Early Childhood Conference and Exhibition is an annual signature event (2015 - 2019) organized by the Early Childhood Development Agency for early childhood educators, parents and children; with 1,200 conference attendees and exhibition footfall of more than 14,000 in 2019.

Deliverables:

- Turnkey Conference and Exhibition Management inclusive operations, logistics, manpower, design, and more.



Asia Pacific Programme for Senior Military Officers

Client:

S. Rajaratnam School of International Studies
(Nanyang Technological University) 2013-
2019

Description of event:

APPSMO provides an important forum for military officers and defence analysts from 25 countries representing Asia, Oceania, North America and Europe to network and exchange views on a broad range of subjects related to regional and international security.

Deliverables:

Turnkey Event Management for over 60 high level delegates across span of 7 Programme days, including speaker & delegates liaison for their arrival and departure arrangement.



SME Day

Client:

Agency of Science, Technology and Research
(A*STAR)

Description of event:

Conference and exhibition for Small-to-Medium Enterprise

Deliverables:

Managed over 60 exhibitions and 2,000 delegates, used of NFT technology for delegate-to-exhibitor contact sharing



11th Research Innovation Enterprise Council Meeting

Client:

National Research Foundation – Prime Minister's Office

Description of event:

High-level delegate meeting with press conference with international ministerial participants

Deliverables:

- Event and manpower management
- Design development for collaterals & backdrops



ASEAN Singapore 2018

Client:

S.Rajaratnam School of International Studies
(NTU)

Description of event:

Symposium to foster regional cooperation in tackling terrorism through exchanging ideas and best practices on CT-related issues

Deliverables:

- Managed over 300 high level delegates from ASEAN
- Appointed programme secretariat and event management



Applied Learning Conference

Client:

Singapore Institute of Technology

Description of event:

Seeks to bring together international and local experts to contribute to the evolving discourse on Applied Learning

Deliverables:

- Speaker Management
- Event Management



National Occupational Therapy Conference

Client:

Singapore Association of Occupational Therapists

Description of event:

Platform for therapist to come together to learn and build on each other, as well as to network and form meaningful connections

Deliverables:

Appointment Conference Secretariat for 2015 – 2019



Outdoor Events & Festivals

Singapore Heritage Festival

Client:

National Heritage Board

Description of event:

Singapore HeritageFest is an immersive celebration of Singapore's shared culture and heritage by inviting everyone to explore, embrace, and experience stories of Singapore's food culture and healthcare practices, and keep the shared heritage alive.

Deliverables:

- Event Management on Safe Measure Management, Logistics and Manpower for workshops and tours.



Singapore Youth Festival

Client:
Ministry of Education

Description of event:
Organised to celebrate the vitality of our youth and their diverse art talents

- Deliverables:**
- Turnkey Event Management on Logistics, Operations, Manpower, Design, Risk management and etc.



MND Huddle 2019

Client:
NParks

Description of event:

To recognise and show our appreciation to MND Family volunteers

Deliverables:

- Turnkey Event Management on Logistics, Operations, Manpower, Design, Risk Management and etc



Inclusive Sport Festival

Client:

Sport Singapore

Description of event:

Through disability-friendly sports try-out, workshops, showcases and experiential programme, ISF 2019 aims to improve the lives of PwDs through sports and encourage the community to embrace the differences between individuals.

Deliverables:

- Overall event management of programme flow which includes over 10 sports try-outs and 5 workshops, including curation of the entire Our Tampines Hub event space
- Design, printing and fabrication of dress-up and collateral



Festival at Sun Yat Sen Nanyang Memorial Hall

Client:

National Heritage Board

Description of event:

Series of events to celebrate the various festivals in Singapore (2019 to present).

- Wan Qing Mid-Autumn Festival 2019,2021
- Wan Qing Dumpling Festival 2019
- Culturefest 2019, 2021
- CNY Festival of Spring 2019, 2021
- Dragonboat Festival 2021

Deliverables:

- Overall event and manpower management
- Logistical and operations management
- Design, printing and fabrications



Community Chest Christmas Light-Up Ceremony

Client:

National Council of Social Service

Description of event:

Together with the cast from Mediacorp Channel 5's KIN, the National Youth Council, Outward Bound Singapore and Youth Corps Singapore family came together to give back during the 2019 Christmas and holiday season.

Deliverables:

Turnkey Event Management on logistics, transportation, manpower, design and decoration of the venue.



Joseph Schooling Victory Parade

Client:
Sport Singapore

Description of event:
Victory Parade to celebrate historic gold medal win of Singapore's Olympic champion Joseph Schooling

Deliverables:
Turnkey project management including route & pit stops planning, licensing clearance, security, operations, logistics and more.



Chingay Parade

Client:

People's Association

Description of event:

Chingay Parade – WeCare Singapore 2017
Unity Contingent

Deliverables:

- Managed 1,000 participants coming from 300 different groups or organisations.
- Participants liaison, Group leaders recruitment & training, Logistic planning, Conducting mass rehearsals, etc.



Outreach Campaign & Roadshow

Walk-in Interviews 2021

Client:

Workforce Singapore

Description of event:

Help employees to find job and networking opportunities in Singapore

Oct - Mid Scale

Dec - Small Scale Series

Deliverables:

- Event and manpower management
- Design and printing of collaterals
- Registration Management



Digital Learning Clinics

Client:

Infocomm Media Development Authority

Description of event:

Assist elderly on the usage of mobile phone
2019 to present

Deliverables:

- Manpower management
- Oversee the session



REACH Listening Point and Dialogue

Client:

Ministry of Communication and Information

Description of event:

Gathering of public feedback to assist in improving government policies
2018 to present

Deliverables:

- Event and manpower management for over 170 roadshows and dialogue
- Touchscreen-enabled survey on vending machine



Responsible Gaming Awareness Week

Client:

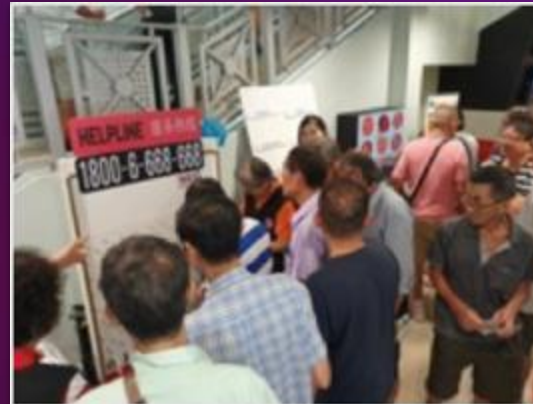
Ministry of Social and Family Development

Description of event:

To promote responsible and smart gambling 2019, 2021

Deliverables:

- Event Management for over 25 roadshows across casinos, SG pools and Turf Clubs
- Concept and content development of gambling-inspired educational games
- Design and fabrication of games and promotional collaterals



Personal Data Protection Commission Outreach Campaign 2019

Client:

Info-communications media development authority

Description of event:

Educate students on the importance of PDPA

Deliverables:

- Developed assembly content for primary and secondary schools
- Development of digital game for key messages
- Sourcing and executing content to primary and secondary schools



ActiveHealth's Better Beats Prefect Roadshow

Client:
SportSingapore

Description of event:
Encourage public to "EAT BETTER", "MOVE BETTER" and "REST BETTER"

Deliverables:

- Event and manpower management for over 14 sport centres nationwide 7 days/week deployment for 4 months
- Concept development, content curation and fabrication of interactive pillars Photo Wall, Move Better, Eat Better and Resr Better pillars
- Video production, tactical interactive concept and digital quiz development



Say Yes to Waste Less Roadshow 2019

Client:

National Environment Agency

Description of event:

Educate the public on reducing disposable by substituting with reusable

Deliverables:

- Event Management for over 100 roadshows, varying from schools, community centers, hotels to residential areas
- Liaison management with respective locations
- Concept and design development for games and collateral



Foreign Worker Roadshow

Client:

National Environment Agency

Description of event:

Educate foreign workers on social etiquette
2018 – Present

Deliverables:

- Conduct over 140 roadshows at construction sites, shipyards, dormitories and joint agency events



Social Proof



People's Association



Ministry of Education
SINGAPORE



MINISTRY OF FOREIGN AFFAIRS
SINGAPORE



PRIME MINISTER'S OFFICE
SINGAPORE



National
Environment
Agency

Safeguard - Nurture - Cleanse



foodpanda



PropNex

Service You Trust
SINGAPORE



Food
BANK

THE FOOD BANK (SINGAPORE) LTD
INCORPORATED IN SINGAPORE



Gong cha

kkday

“

First Wave is one of the best service providers I have encountered, as they try to accommodate to any ad-hoc requests we have. They have always over-delivered, and try their best to ensure the success of every event.

Eileen Goh

Senior Community Relations Officer
House Development Board (HDB)

Thank you for the great work! The project concluded without any issues. The team was awesome, and they were so cooperative and took initiatives without being asked. It was really great team work. All the feedback from the staff from the different locations was good and positive. Good JOB!

Tan Swee Ting

Assistant Manager (Projects)
North West Community Development Council

It has been a pleasurable experience working with First Wave. The staff were friendly, professional, efficient and attentive to our requests and details. Don Tsai did a good job managing his team and we would definitely consider using their services again in the future.

Pauline Liew

Senior Events Officer
S.Rajaratnam School of International Studies (RSIS)

The services First Wave provided is top quality. They are active listeners understanding our unique requirements, able to improvise when requested. Always flexible in catering to our various requests, even last minute ones. First Wave also provided a lot of valuable suggestions to improve the overall deliveries of the projects. We had a great working experience with Don Tsai and his team.

Yu Zhen

Former Assistant Director
National Environment Agency (NEA)

“

First Wave has been instrumental in the success of the CPF Game On Programme. From conceptualisation to implementation, First Wave has shown commitment and dedication to bring the project to fruition, resulting in the project winning Bronze award at Marketing Events Award 2019 for Best Community Event and Public Service Transformation Award 2020 in Citizen Engagement Excellence.

Ong Chian Fuh
Assistant Director
Outreach and Partnerships, CPF Board

First Wave were reliable in operations and logistics and went the extra mile to roll out the project successfully in a timely manner. There were always open communications, and they were accommodative to our requests. It was a pleasure working with First Wave to roll out VDS implementation at MSE-owned hawker centres.

Lin Peiyu
Assistant Director
Hawker Centres Group, HDB

We had a good partnership with First Wave. They were always reliable in set-up, operations and logistics; they communicated well; and they were resourceful when we had unique set-ups and requests. While in my previous capacity as Snr. Manager / Asst. Director from 2018 to 2021, we worked on multiple activities, including at least 5 key events involving Political Office Holders.

Argus Tong
Assistant Director
Ministry of Home Affairs

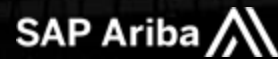
Official member of:



We are certified:



Find us at:





FIRST WAVE

**Let's
Collaborate**



Sales@firstwave.sg



www.firstwave.sg