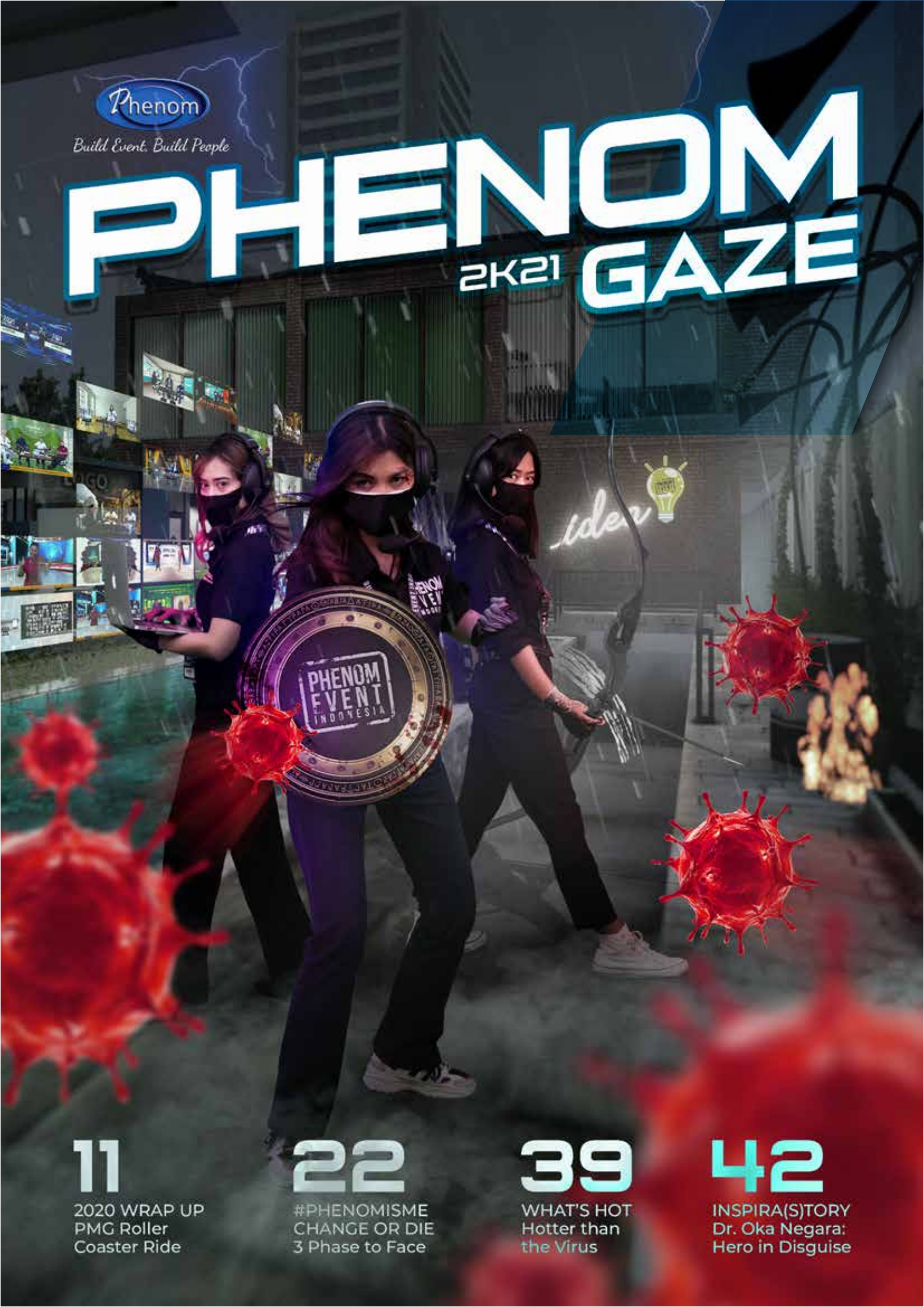


Phenom

Build Event. Build People

# PHENOM 2K21 GAZE



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INSPIRA(S)TORY  
Dr. Oka Negara:  
Hero in Disguise



#2K21

SCAN ME  
SCAN ME  
SCAN ME  
SCAN ME



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## FIND YOUR PARADISE AT GREENKUBU PENIDA



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Sunset Stage

Penida Gate

Spectacular View

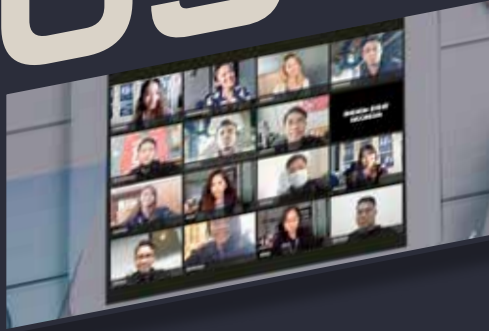
f Instagram GREENKUBUPENIDA

GREENKUBU

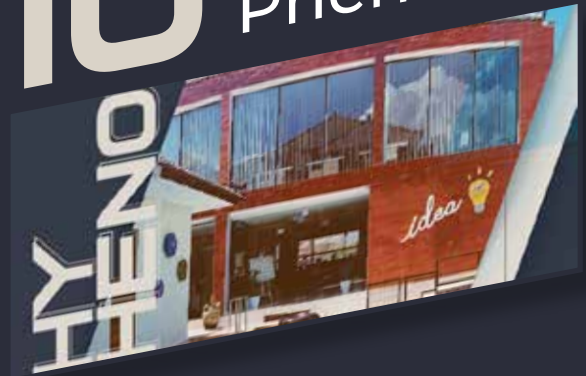




09 Core Team



10 Why Phenom



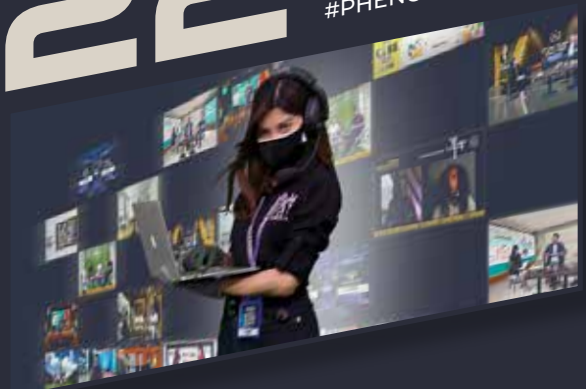
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2020 Wrap Up



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#PHENOMISME





# 31 e-Vent Service

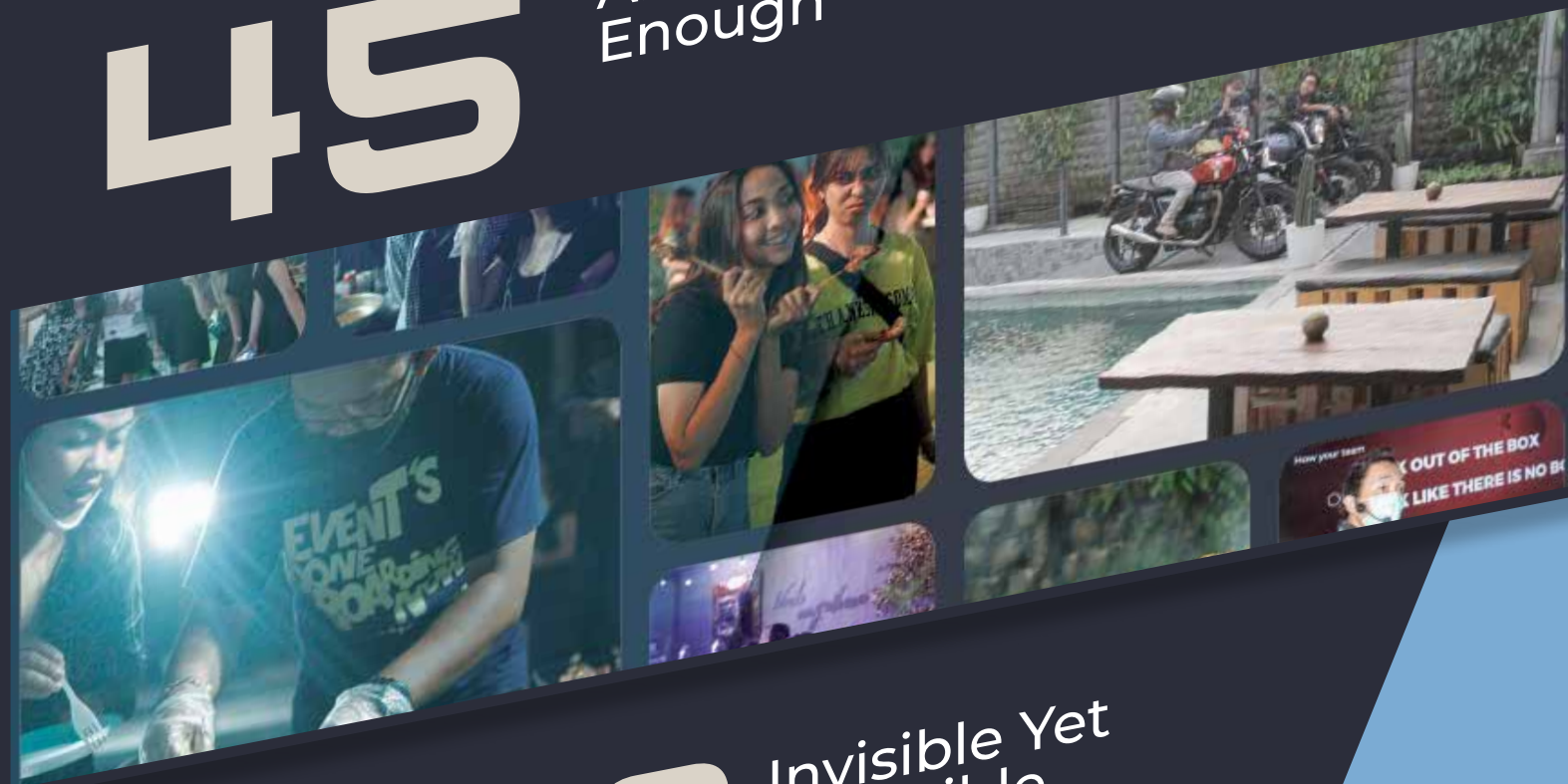


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# PHENOM 2K21 GAZZE

People

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*Build Event, Build People*

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# IDEA



**ANNISHA ODE**

Co-Producer  
MAG TV



**ADITYA W.**

Coordinator  
Matamu Studio



WHEN LIFE  
SEEMS

**BLUR,**

ADJUST  
YOUR  
FOCUS

FOCUS  
FOCUS  
FOCUS

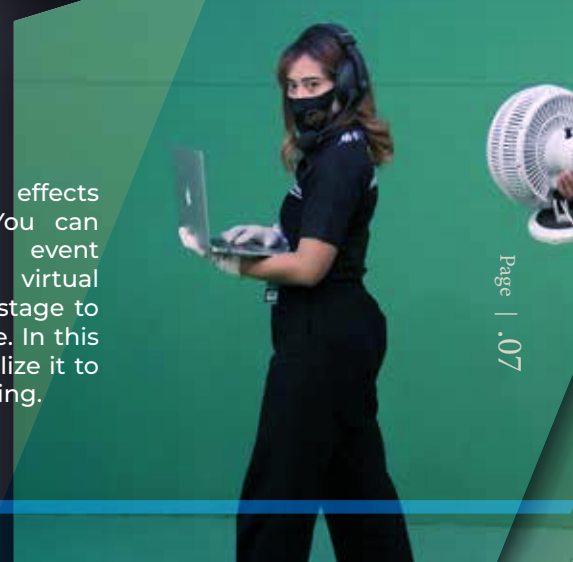


# UNDERCOVER STORY

## *Virtual beats them all.*

**Y**ou can't see the world through a mirror, use lens instead. No doubt we are all forced to cheat the death, literally and metaphorically. We are not scientist; we don't aim to invent the vaccine to end the pandemic, we are EVENT-gers; we cheat through creativity. Chroma keying technique has been a

solution to complete visual effects needed for online events. You can still host a sophisticated event with unlimited options of virtual surroundings or even adding stage to provide offline event ambience. In this edition of PhenomGaze we utilize it to express our shot to keep on going.







THE MAGENDRA  
COFFEE BUSINESS HOBBY

# Menu



SCAN ME!

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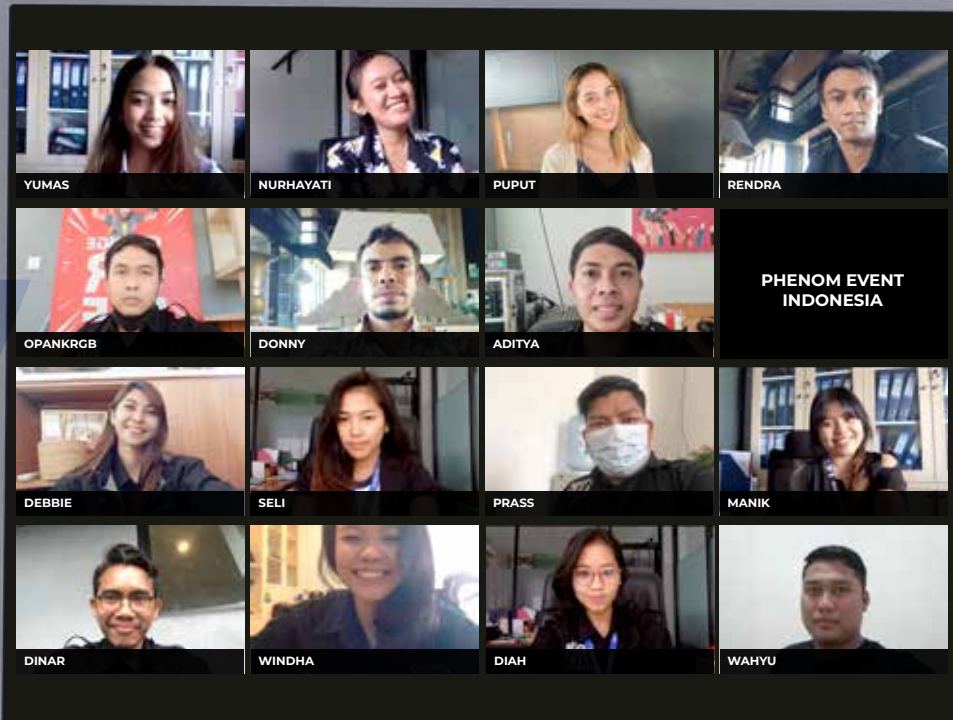
© PHENOM MANAGEMENT GROUP (PMG)



# CORE TEAM

*Blood is thicker than water, but connection is stronger. As long as we connect to each other, we bond more than a family, we unite as a core.*

*Here is our team photo, a.k.a. group selfie as we seriously applying healthy protocol.*





# MONY MONY PARTY 30



## **RECORD**

Existed in the industry with specialization in event and MICE, we have 15 years proven track record for being part of international & prestigious events.

## **EXPERTS**

Strong image of high reputable event company, Our Team is trained daily and armed with troubleshooting skills to maximize the success.

## **HIGHEND**

We are equipped with high-end technology. Sound, lighting, multimedia, staging, are managed by our group. Providing suitable budget arrangement for any occasions.

# 2020 WRAP UP



## SPKLU LAUNCHING

In effort to maximize the promotion of battery electrical vehicle program, Jasamarga Bali Tol in cooperation with PLN (State Electricity Company) launched a charging station. Not just a regular charging station, this charging station is providing 3 mode of charging; normal, fast, & ultra charge. Hybrid car friendly too. The launching was also intended to educate the society about green technology as well as the economic efficiency, since 1 Kwh energy is equal 10 Km drive. It was quite experience for us to handle the event, we got the technology update, and we were permitted to block few parts of the Bali Mandara Highway



## MANDIRI COMMERCIAL BANKING TEAM LEADER FORUM

Annual Kick Off is a common occasion that many companies usually celebrate. Earlier in 2020, Mandiri Commercial Banking did it in a solid theme, forest glamping. From the decoration to the seating sets we stuck to the theme. Even we had dummy bonfire to add specific detail to the theme.



# 2020 WRAP UP



## WARDAH TRIP TO BALI

An incentive weekend from Indonesia local beauty product, Wardah. This appreciation was given to their loyal distributors all over Indonesia. Multiple treats were presented at the gala night; vouchers, gadgets, even hype motorbike. An Indonesian rising star, Tulus, was also performing to spice up the show.



## DELTA CIS CHANNEL PARTNER MEET

Like always, Indian client tend to bring surprises. This event was having couple of times date reschedule. Then we had to run the show almost with no time table, like, play by ear. Last but not least we finally sat down together along with the client and our MC to arrange the MC script for Gala Dinner, which would have begun in 20 minutes completed with series of, literally, more than a dozen performances & awarding to be presented. We survived that night in peace



# 2020 WRAP UP

## HMS HOST GALA DINNER

There are many ways to express recognition on employee's achievement. This event for instance, it was ten unique categories to be nominated, from Ladies Man; for a guy that seemed to conquer any women, Bob the Builder; for the one that always have solutions to fix things, event Beer 'o' Clock; for the one that always up for a beer. There was also a got talent session to give those who wanted to show their hidden talent. Coolest moment was we actually were the judges and we had to score their performances in between the show running.



## WHO WALK THE TALK (WTT)

Entering the Pre-New Normal wasn't automatically bringing event life back. Considered as well the healthy protocol that promotes social distancing, it was a huge challenge for us. As a response to this circumstance, we tried to adapt into online event technique. Didn't waste the time, we built a prototype green screen studio, located on the 2nd floor of our own Coffee Shop, The Magendra. To promote online event as an alternate, we created an online talk show called Who Walk the Talk. As explicit as the title Who Walk the Talk brought insights from the guest speakers who were exactly did as he/she promoted. This talk show is unlimited to guest speaker from any fields of expertise. Aimed to be all out the host / moderator is Mr. Tommy Sujana as our Founder & CEO of Phenom Management Group





# 2020 WRAP UP



## LESTARI WAY SERIES

We were honored to handle the Lestari Way online talk shows series, 10 episodes of it from July to August. This was quite the beginning of our bounced back to event execution. People started to score our performance sometimes via comment as well in YouTube. No room for error, the tendencies were real. We went episode after episode, evaluation after evaluation. Proudly right after the 10th episode, we receive a meaningful gift from BPR Lestari, to start doing our step by step investment, just like what they explained throughout the series.



## PENDIDIKAN KHUSUS PROFESI ADVOKAT

We started to steal academicians' attention. One of the example is lecturer / law practitioners from PERADI. Found out that virtual class might be simplify the studying process, they instantly decided to hold their 6 series of lectures in our studio. Quizzes, interactive Q&A sessions had ran smoothly.



# 2020 WRAP UP

## EVENT MANAGEMENT WEBINAR SERIES

In parallel universe, metaphorically of course, government especially Ministry of Tourism and Creative Economy of Indonesia started to initiate development programs. One of them was event management training series. This program was set to prepare event workers to be ready and well prepared once the pandemic condition is getting better. This webinar was also held in several cities all over Indonesia. For Batch Bali this webinar was held in our virtual studio for 3 days. What an honor for us to be a part of this program, and even one of the committee shared that this (Bali) batch was the best sequence of the series.



About two months later, we got the opportunity as well to execute the Batch Lombok. We joined our sister company in Lombok, Raptcha Event, to execute this batch. Located in Holiday Resort, Senggigi, we built a green screen studio in a medium meeting room. This webinar was also held in 3 days and went as smooth as it was in Bali. Glad that we had that done well, also most importantly we had the chance to share our knowledge of online event to our team in Raptcha.





# 2020 WRAP UP



## BINCANG REVITALISASI BUMI SERIES

One of the government development programs due to pandemic outbreak is the Earth Revitalization Series. Firstly launched in Bali, the event was held in hybrid type. Hybrid in event is a term that summing up mixed attendant, online & offline. The theme was intentionally reminding what Bali is famous of, we offered Balinese parade launching gimmick combined with modern Balinese Cabaret Stilt Walker. As regulated by the Government, all elements have to apply healthy protocol lists. All crew were wearing mask, even all the performances also wore at least face shield and kept the minimum distance of 1,5m apart. It was a challenging event of course after few months past we were concentrated in virtual studio. We did our best of course that we actually heard that the launching ambience was great, and event at the same day we got directly contacted to execute the 'Batch Lombok'.



In Lombok the event was held at the beachfront area. It was quite tricky to finally got the event to be prepared. Firstly this event was postponed due to report of Batch Bali field progress. Then after confirmed to keep on going, we have to relocate the event due to socioeconomy interests nearby previously chosen venue. A week before the event date, it was changed back into tentative status due to local lockdown. No shock, it was finally last minute confirmation to execute the event. We re-collab with our sister company in Lombok especially in coordination to accommodate the requirement. It all went well, no rain, and no other significant obstacles.



# 2020 WRAP UP

## RKTM BIDANG PEREKONOMIAN 2020

**S**mall act does matter, by helped we meant we also coordinated layout positioning for other vendors, as well lent our operational transportation to solve some urgencies. As we thought those acts were just simply the right things to do, it went beyond. Previous ministerial level meeting hosted by Ministry of Trade of The Republic of Indonesia swiftly went on to its next step. The meeting was recurring to national economy recovery coordination meeting which held strategically in one of the tourism destination, Bintan. Location had been chosen rise the quality of tourism practices, such as MICE, and even Mr. Wishnutama Kusubandio (former Minister of Tourism and Economy Creative) was physically attending the meeting.

As you might guess, we flew to Bintan and re-affiliated with the PCO to execute the meeting. Series of amazingly memorable moments surrounded us for four days event trip. We got shockingly expensive cost for baggage overweight, being in the same plane with the familiar ministerial team, even they recognized us as well. Turned out that the exact venue for the event was an outdoor area, on a top of a hill in Lagoi, with no paved road (was on the process, and it was being processed to complete the facility of the event). We experienced mixed feeling at the event day, the temperature was overheat in the morning, then exactly at lunch time it went heavily rain so the committee decided to move the meeting to indoor functions, no worry we spare Plan B for emergency anyway. Then less than 10 minutes after we uninstalled and ready to re-set the system in indoor function, the meeting relocation was cancelled. Back to nature view, as Ministers vote result. There we went re-set, at the same place, then the sessions calmly started right away, while we were waiting for the electricity source to be re-activated. Yes, Mr. Wishnutama Kusubandio was still there at that moment.





# 2020 WRAP UP



## BRI PESTA RAKYAT SIMPEDES

This was a doorprize celebration event hosted by BRI Gatsu, Denpasar - Bali Branch Office. We execute the event started from teaser video shooting, and provide full package completed with F & B package for dinner. The excitement for his event was high, there were lots of doorprizes such as; gadgets, electronic household appliances, television, and a car as the grand prize. The audience were excited to see the event directly, since we have to obey the New Normal Protocol, the ones that allowed to be in the venue were only VVIPs. For these VVIPs, we provided LED wall in size 4m x 2.5m as their preview. This LED wall was necessary to watch the event with the virtual background applied since we use green screen composition method.



## WISUDA XI ELIZABETH INTERNATIONAL: EKADASA PURWA NUSANTARA

Graduation is a moment that every students dream of. In purpose to adapt with the pandemic era, most of the graduation would be an online graduation. Then it was different for Elizabeth International School intended to give maximum appreciation to academy partners, best students, and kept their graduation journey on track, Elizabeth International held their graduation in hybrid type. Around 150 best students in multiple categories were invited to attend the graduation offline in BNDCC. Others were joining the procession online, through YouTube streaming platform. The Graduation was nothing like regular Graduation, as usual, Elizabeth International held their Graduation was presented in a specific theme along the story behind it. This time theme was Ekadasa Purwa Nusantara, which brought Elizabeth International Journey how they keep on going to innovate, to spread knowledge. Beautifully wrapped in Balinese Contemporary sequences, this Graduation was giving it all out.



# 2020 WRAP UP



## CHSE BALI & BAJO

The Ministry of Tourism and Creative Economy held a convention on the program of good practice guidance of cleanliness, health, safety and environmental sustainability for MICE industry, The convention was held in Bali and attended by more than 200 participants from MICE stakeholders and officially opened by Deputy Governor of Bali Tjokorda Oka Artha Ardhana Sukawati and Deputy of Tourism Products and Events Organizer Ministry of Tourism and Creative Economy Rizki Handayani. There were couple main reasons that we felt so honored to have the opportunity to execute the event. Other than that, this convention would continue into practices guidance in MICE Destination all over Indonesia.

One of the series after its convention in Bali was CHSE guidance socialization in diving tourism destination, Labuan Bajo. As mentioned in many national news, Labuan Bajo is being planned to be the location of next G20 & ASEAN Summit. To prepare the destination itself, CHSE has to be continuously socialized. Once again we were honored to execute the first socialization of the program. We were there for 4 days to do the preparation as well the event execution. Due to last minute changes, as usual, there were adjustments throughout the execution. Then out of the blue one of the guest speaker, Abi Carnadie as Drafting Team of CHSE Protocol for Recreational Diving — Ministry of Tourism and Creative Economy of Republic Indonesia, came over to us that they experienced much better execution than it was in previous city.



# 2020 WRAP UP



## MEDICAL WEBINAR SERIES

Medical science is on fire. Due to the outbreak, we are still depending to medical experts to keep on fighting; either to cure Sars-Cov-2 patients or to find the antidote. Similarly to actual post-graduate medical journey, the undergraduates are urgently needing as well their continuity of their medical studies. Moreover, lots of the part of their study is series of seminars with professors as well as doctorate experts as their guest lecture. Was purposely to accommodate the seminars urgency, doing it online was their best option. No doubt in the effectiveness, often they had online pre-test & post test to verify the attentiveness to the given materials. Apparently we were not the only elements of society that tried to adapt into new normal, these medical students committees ideas are no joke. They tried to make the series more captivating, from virtual stage ideas, dedicated presentation scene, interactive polls, even door-prizes.



# 2020 WRAP UP

## SMF BPD GATHERING

On the purpose of business expansion and housing stakeholder synergistic, SMF held a hybrid event in Bali. This gathering was intended to renounce the advantages on taking housing credit planning through local bank mortgage. Being morally supported by The Governor of Bali, Mr. Wayan Koster was actually came to give his keynote speech on how he appreciated the location taken for the event and declared that the gathering would lead to a progress for national economy development through local economy support.



## MUNAS IV ADPM

This 4th national forum was held to officially handover the association leadership to the newly elected leader. Leadership role was officially symbolically passed from The Governor of East Borneo, Isran Noor, to The Governor of West Java, Ridwan Kamil. All articles regarding the association were mediated in this national forum also in order to keep the principle of democracy. The forum was strictly for invitations only, even the ones that joined via Zoom conferences due to safety reasons and healthy protocols.





# #PHENOMISME

CHANGE  
OR *Die*



# FOCUS ON THE GOAL

Whatever it takes; show must go on, they said.



01 RELATE



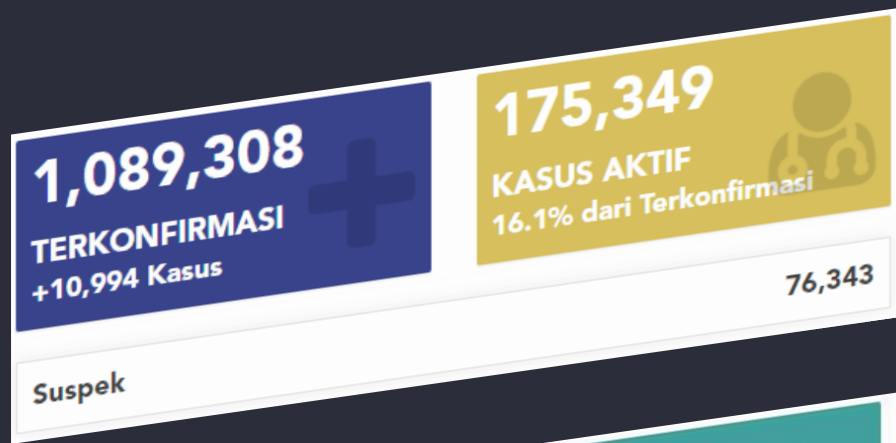
02 REBOOT



03 RE-INNOVATE



# LOOK



# DOWN



As 2021 has been going for a month, Indonesia is still struggling in extended restriction on public activities. Ironically we are getting insignificant progress, as released by Ministry of Health more than 175,000 active cases of Covid-19 recorded in early February and the number was actually increasing from January. This public activities restriction was actually being re-activated to prevent massive new active cases post Christmas and New Year's celebration. Stated by Minister of Economy as well

as Head of Covid-19 Handling & National Economic Recovery, new active cases have been predicted and proven by data recorded in January, thus activities restriction has to be taken seriously. He explained this urgency of restriction was taken to maximize on vaccine preparation, especially to repress active cases while cure are periodically distributed.



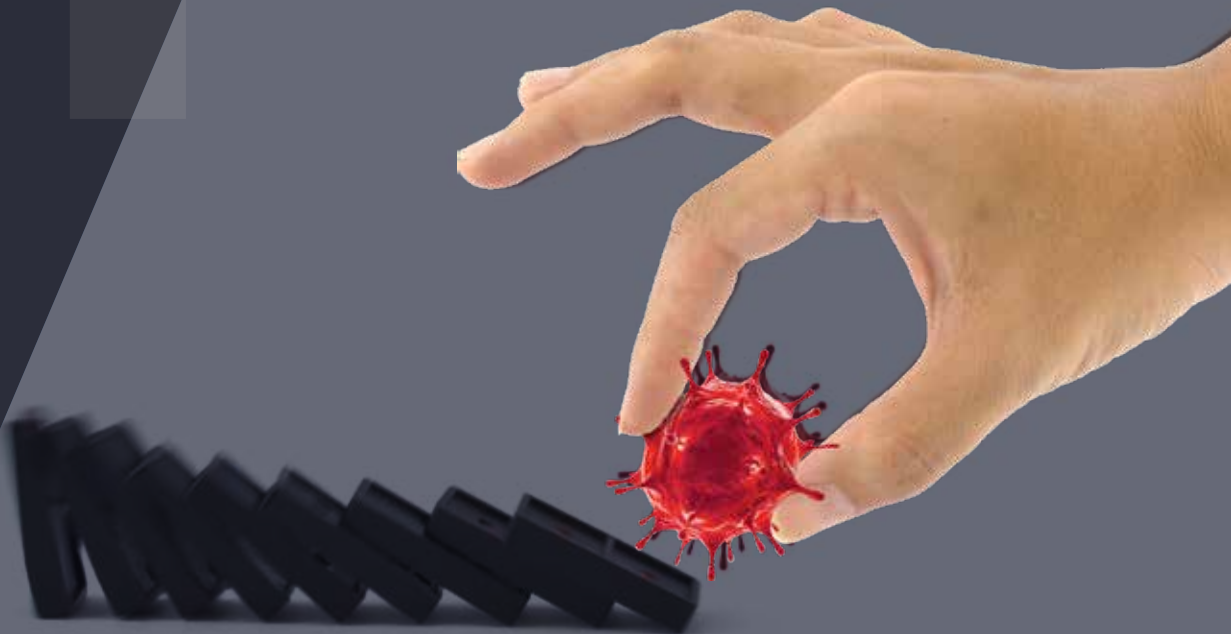


*WHO CARES OF HOW BIG YOUR STAGE IS  
WHEN THEIR FEAR IS BIGGER,*

*WHO CARES OF HOW SMART YOUR MC IS  
WHEN THE MEDIA INFLUENCE OUTSMARTS YOU,*

*WHO EVEN CARES OF HOW TO CELEBRATE AN EVENT  
WHEN THEIR NORMAL IS COMING TO END.*

# RELATE



## WHO CAN RELATE?

**A**dapting to current pandemic situation, we were swiftly started to produce healthy protocol supports; Sterilizing chamber, acrylic blocks, face shields, bottled sanitizer with branding, etc. Even we tried also to educate our surroundings, some of them being misled by invalid information, to use antiseptic instead of disinfectant for individual sterilization purposes.

Keeping it real, we knew that the healthy protocol supports trend would be for only temporary, thus, the right bet was yet to be placed.





# CONTE(NEXT)

Content vs context, and it doesn't matter which one comes first. This two terms are crucial to any concept to be manifested. As the visible form of a context, content needed to be smoothly outrageous. Created to create, our organization represented by creative designer team, equipped with high-end PCs upgraded GPU of course, to visualized any concept.

## MEET @Indradinar

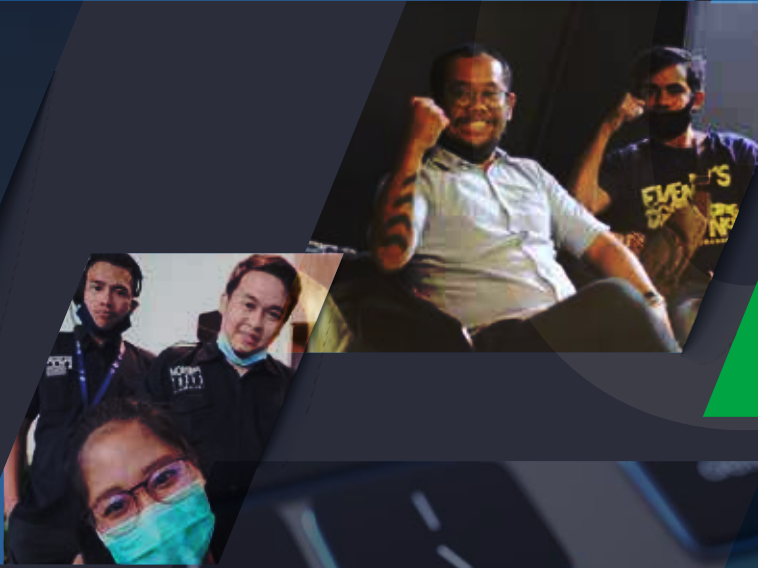
Firstly joined at 2018 as graphic designer in Bali Rental Centre, our sister company, Dinar has been exploring much more broader. He shortly mastered 3D layout design as well to support our non-stop event marketing requirement. Even he often taken care of Phenom's project while our designers were fully occupied back then. Looking back to his educational background, he graduated from Economic Studies background, somehow got bored, he finished his study in such a rush. Then he sharp-turned to carry on his passion in creative related field, guidance? By his own research on lots of editing tools. Looking seamless as it seems, Dinar hardly seen to give up, he adapted well in any pressures. For him, there's no reason to hold back on his responsibility. He actually learned it the hard way, by his past experience of having an amputation surgery post a terrible accident, he sees no path except move forward at any cost. He fuels up his positivity to his surroundings.



## LOOKING OVER TO @Opankrgb

Opank entered our organization in 2016. He was freshly graduated from design institution, and by his portfolio, he beat up few other candidates to be hired. His skill has been amazingly grown since then, he mastered graphic, 3D layout designing, and motion graphic. Like others, creative workers tend to reflect their mood on their art, to maintain the result stability Opank has his own way to survive, by storyboard detailing and pre-match ideas, and cups of coffee, also boxes of donuts would be his mood booster.

# REBOOT



As suggested by the government we reduce the gathering intensity in the office due to the outbreak. Started with work from home then finally reformed the team to maximize the effectiveness & the efficiency of the organization itself.





# RE-INNOVATE

MODEL : EVENT INDUSTRY  
TYPE : 4.0  
POWER : INFINITY  
WEAKNESS : REPLACEABLE  
TRIVIA : FIRST ONE TO DIE,  
LAST ONE TO FLY



**E**vent management itself is a dynamic field. It shape-shifts to any occasions. Entering to New Normal Era we prepare ourself to accommodate online event as a solution to any seminars, conferences, meetings, even quizzes & anniversary celebrations.



# E-VENT SERVICES

As conceptor & executor of the event, Phenom Event also provides evaluation and fulfills every aspects of the event which includes :

- Event concepts & creatives
- Artist management
- Coordinating & directing the event
- Video & photo documentation
- Ground handling
- Show effect design
- Stage construction set up
- Firework & pyrotechnics
- Sound system set up
- Media & sponsor partners
- Lighting concept & design
- Venue advise & selection
- Multimedia set up
- Budget & cost control
- Stage handling & management







# LET'S GET HYBRID

hy-brid    noun  
/hī,brid/    (linguistically) a word formed from elements taken



**T**hese days we heard a lot of hybrid term. In event management this current term is referring to a combination of the event attendance, offline which is physically attending & online via certain platforms. While crowd limitation is still on going to decrease the outbreak, creative industry such as event management has to adjust its conventional yet most preferred method to execute the event. One of the solution is to do the event in hybrid.



# READY TAKE ONE

**D**ewa Putu Aditya, familiarly being called Bli Adit, is our in-house studio coordinator, Matamu Studio. Previously Matamu Studio is focusing on live feed services, video recording, and post video production. Having to adapt with the hybrid event trends, Bli Adit is motivated to sharpen his ability on live streaming and general broadcasting system. These are needed to create more seamless video output on hybrid

events. Rolling on early trials and errors, Bli Adit along with the rest of the team were challenged to perform the hybrid method event execution in our internal talk show program, Who Walk the Talk. Enhanced to the trial was camera switching mood adjustments, chroma friendly camera mode, also delay re-match between the video and audio. Eventually these are included in the main list of what to be prioritized on hybrid events, especially as a virtual event executor.



# ENTERTAINMENT



- BAND
- ELECTONE
- GRAND PIANO
- BAND UNPLUG
- ACOUSTIC
- MINI CHAMBER
- MANAGEMENT ARTIST
- FASHION SHOW
- USHER
- CAPOEIRA
- DRAGQUEEN
- CLOWN
- MAGICIAN
- SAND ART
- JUGLER
- STILT WALKER
- DJ
- MC
- FIRE DANCE
- BALINESE DANCE
- MODERN DANCE
- NATIONAL DANCE
- ASIA DANCE
- WESTERN DANCE



# CUSTOMIZED PRODUCTION & EXHIBITION



**H**aving our own custom production warehouse, we are ready to build creativity into reality.

STANDARD BACKDROP

2D & 3D CUTOUT

BOOTHS

PRODUCT DISPLAY

ENTRANCE GATE

LIGHTED ACRYLIC DECORATION

STAGE

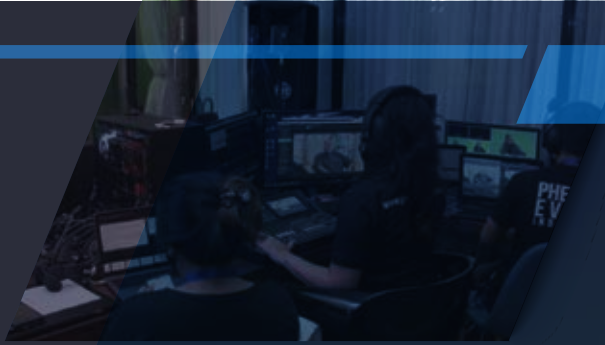
FRAME SCREEN





# VIRTUAL SHOW MANAGEMENT

**A**s an actual show management, we are used to be behind the operator desk, behind the stage, within the crowd, steadily direct, invisibly in black. Then it became more wicked when we swift to hybrid, we have full control on the event, in our hands, to be specific, it depends on one click.



# VIRTUAL CREATIVE





# PRO LICENSED VIDEO CONFERENCE PLATFORM



Video conference platforms are available in many options. Ours, we use Zoom authorized in Pro-License, 1000 pax maximum capacity. In regards of the operating capability, we are familiar also with Google Meets, Microsoft Teams, and Skype.

TIDAK LAGI  
HANYA TENTANG  
BEKERJA  
**NAMUN  
JUGA  
BERKARYA**



*Build Event. Build People*

PROD.NO		
SCENE	TAKE	ROLL
15	2	2
DATE		SOUND
PROD.CO Debbie		
DIRECTOR TOMMY SUJANA		
CAMERAMAN DENA ADITYA		

*Meigawati  
Sujana*  
DEPUTY  
DIRECTOR PMG



# THE MAGENDRA VIRTUAL STUDIO



**A**s 2020 went on, we built our own virtual studio to accommodate the urgencies of event support during the pandemic - new normal transition. We alternate the solution into online based event execution. This option allows virtual attendance via online conference platforms to maintain healthy protocols issued, nevertheless we apply the visualization of the event identity itself to keep the vibes.



**R**epresenting Creative Industry 4.0 Transformation, Phenom Management Group (PMG) launches inspirational program MagTV; Magnificently Inspiring.

MagTV aims to keep spreading out optimism, inspiration, and creativity spirit as well as a form of digital innovation in event industry.

From the blend of tourism, event & MICE industry actors, academics, also Indonesia's socio-public social figures supports, we made it as our fuel to keep on moving forward.

To assist Mr Tommy Sujana, we have Debbie as Co. Producer in charge for Mag TV. Properly se has national TV experience in her previous chapter. In her coordination MagTV manages 12 programs:

- **WHO WALK THE TALK SHOW**
- **RUANG KELAS**
- **OK DOC**
- **CEO GOALS**
- **COACH TALK**
- **GARASI**
- **TABUH**
- **THE MAGGEN**
- **MAGTEEN**

**DEBBIE  
ANNISHA ODE**  
CO. PRODUCER MAG TV





# A HERO IN DISGUISE

## IMPACT

Education is a never-ending journey, but it has to be a complete package of being delivered & to be able to re-deliver. When we deliver any message, no matter how well we understand the context, it would be no use if the target doesn't get the point. Creativity is dynamically entertaining; it tends to attract people easily. Combining these two formulas, education and entertainment will go hand-in-hand to serve its purpose, relatable information. Plan it perfectly, other than that, then failure is actually being planned. Of course, it is impactful even if it is not statistically tangible, just like any other education, medical education has classification as well, match it to the targeted audience. Side impacts caused are sometimes surprising, random person used to greet and mostly they recognized him for some brief information informally shared previously. Knowledge and friendship are the real values.

## MELODY & WORDS

As his other part of his life, dr. Oka passionately put his creativity to music, previously joined to indie several indie bands even performed in public. His favorite genres are alternative rocks, hip-rock, electro-metal, and pop-rock. Not only music covers, dr. Oka previously also had his own music arrangements with his group. Sometimes he added scientific words or slangs to spice up educate a bit through his music. This passion only made him even more of a lateral thinker than he already was. Dr. Oka also tends to put on his creativity on literacy, he has been writing scientific books for more than a decade. Aiming to relate on our society, his wisdom, his words are majorly shared on his social media, so that any feedback can be accessed easily.

## LIFE UNIVERSITY

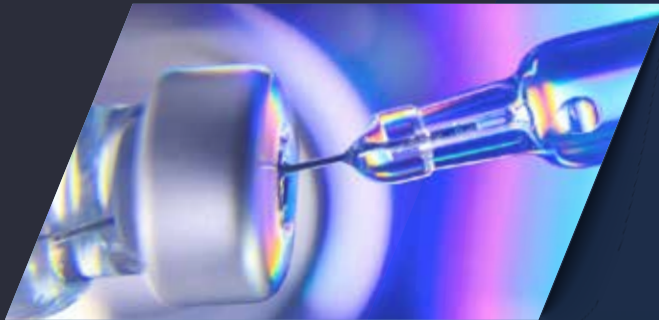
Sympathy and empathy; these two currencies are rare nowadays, "If you can learn as much as you can on your life, the life (has) becoming your university". Preferring quality over quantity dr. Oka sees that you can actually learn from based anyone, or anything. He seeks to maximize his quality to share rather than how much he can earn in return of his advises. Up until this day he chose to hold sexologist and activist as his closest identities even though he has lots of leadership tittle on him, while in fact ambition has nothing to do with those tittles.

## (NOT SO) HIDDEN MESSAGES

As his other part In his journey, dr. Oka has three solid messages to look up to, the first one is giving is power, by giving to others you actually embrace your existence as a human being. The next is being lateral is a passion, well, in order to have something to share, particularly in knowledge, you have to see from multiple perspectives then interpret it responsibly. The final one is we, as a human being, to be sincere is to be able to share with others. For him there is no such appreciation than the feeling when others are actually relating to his messages. Then as in recently going, reluctantly to this pandemic time, he wisely advises to be adaptive; adapt, so you will survive, so you can live your life in peace.



# VACCINE



Indonesia began the campaign for mass vaccination against coronavirus on mid-January 2021. This campaign was taken empowered by President Joko Widodo and a number of prominents took the shot of Chinese-made Sinovac vaccine to symbolically launch the program. Stated by Deputy Health Minister Dante Saksono Harbuwono he first round of mass vaccination targets 1.46 million medical workers and estimated the process will be completed by the end of February.

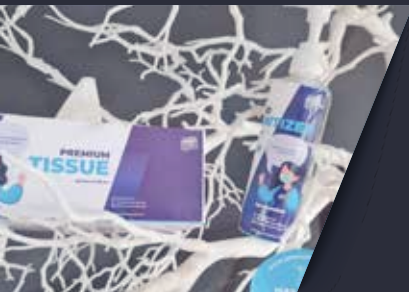
Along with this campaign there are waves of responses from the society. Pros & cons started to be visible in every news and social media platform. However other priority groups like the elderly and public service workers will receive the vaccine in March and April. For this priority groups most likely receiving the vaccine formulated by Astra Zeneca. Having pharmaceutical difference, main purpose is to stop the outbreak, and the difference is actually adjusted as well to the demographic segmentation in Indonesia.

Source: <https://setkab.go.id/>





**H**aving to get along with the current situation, Phenom Management Group also adapting by applying healthy protocol both in the area and staff must-wear standard kit.



# CHSE APPLIED



DISTANCE



ELBOW  
TOSS



HYGIENE  
FREAK



MASK  
ON

# ARE

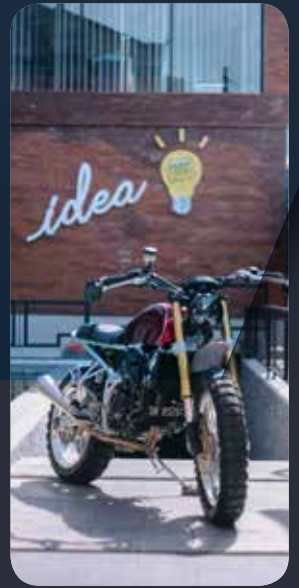
LOVING TO HAVE WARM FRIENDLY  
BBQ DINNER

# YOU

BIKERS BY PASSION

# PHENOM ENOUGH

ROLE MODEL





# SUPER TRAINEE APPRECIATION



**B**eyond our expectation, we managed to open training opportunity. What happened next was that we are honored to have a group of trainee, not just the regular one, the super one. They came from POLTEKPAR, joined us for six months period even being our core event execution team. They nailed excellently their period with us, the attitude and the effort was incredible and it being noticed by our CEO, Mr. Tommy Sujana. Their positivity even brought them to have an appreciation casual gathering by the end of 2020. It was actually a small group BBQ gathering, a humble end of year celebration with the core team plus some of our ex-team too. Usually we used to put more sparkling gimmicks to spice up the party but the last one we made it as intimate, cozy, and humble as possible. Main session was the announcement of accomplishment, which was dedicated to the trainees. They received their certificate, with exceed expectations grades and incentives as well as another form of appreciation for them. Beyond that we were feeling grateful that we were able, still, to share, to contribute in MICE awareness.





# SOCIO-ACTIVE NON-PROFIT COMMUNITY CEO BALI

**B**eing in the mission to regain Bali's tourism glory. CEO Indonesia Foundation in collaboration with its regional branch, CEO Indonesia: Chapter Bali held a welcome back gathering, CEO Goes to Bali 2020. This gathering was meant to remind how beautiful and desirable Bali is, even with the new normal trends. Physically was attending to the event, Head of Presidential Staff of Republic of Indonesia, also Former Indonesia Military Force, General Moeldoko, who happened to be in the Advisory Board of CEO Indonesia Foundation, by the occasion he stated that Bali is ready to warmly welcome the visitors. CHSE protocol has been implemented to maximize economic recovery. Invited as well to attend and to present welcome remarks, Dr. Ir. Tjok. Oka Sukawati, M.Si stated in his remarks, on behalf of Governor of Bali, people, here in Bali, have been putting their best effort to prevent Covid-19, and by CEO Goes to Bali, he expected Bali Tourism will be risen up once more.

Aimed to have Bali Tourism as a responsible tourism activity, CEO Indonesia: Bali Chapter continues to spread positive vibes throughout the society. One of the example was the beach cleaning activity in October & December. Even they did the activity with highly famous Indonesian Lawyer, Hotman Paris. In 2021, this foundation is targeting to execute fresh ideas to support local businesses to be a part of New Normal economic progress.





# JUST GOT WASTED

**A**pparently based on the recorded data by BPS-Statistics Indonesia; Bali Partnership, it has been a tradition that the end of the year, accompanied by the rainy season, Kuta Beach (Badung) area and its surroundings are invaded by garbage. The trash can be seen piling up, waiting for disposal by officers from the Badung Environment and Sanitation Service (DLHK) at the final disposal site (TPA Suwung). Earlier this year The Head of Cleaning and Management of Hazardous and Toxic Waste Management of DLHK Badung, A.A Gede Agung Dalem, did not deny that there was a trash influx on Kuta Beach. The officers of DLHK were struggling to clean up the rubbish. All beach waste is collected at one point on Kuta Beach, specifically in front of The Stones Hotel, then the waste is brought separately to the TPA. Plastic pollution is a serious issue in Indonesia. In April, the Indonesian government launched a plan to dramatically reduce plastic waste in the country, Antara reported. It plans to cut ocean plastic waste by 70% by 2025, and go plastic pollution free by 2040.

Nevertheless, in Indonesia eco-friendly solutions has been continuously socialized by both government and private associates such as Eco Bali, Waste4Change, and KPUK. In regards to individually takes part on the act, simply we have take the first steps and keep going afterwards, minimize plastic usage, responsibly put personal wastes to designated bins in public, and share to the closest and plant that we're in this together, like there's no such thing as just-this-one-time-excuses to normalize that throwing waste in totally wrong place, like ocean or rivers for example.

Just like waves delivered back the rubbish, get what you give.

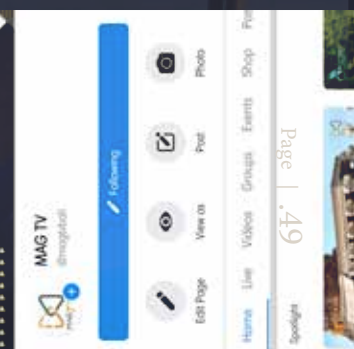
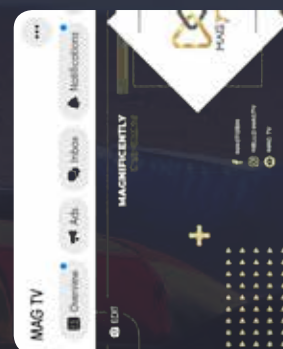
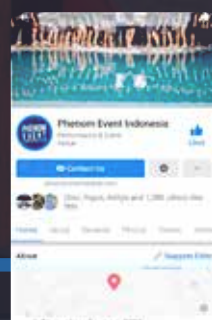
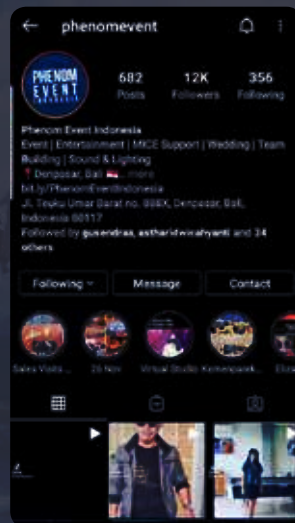
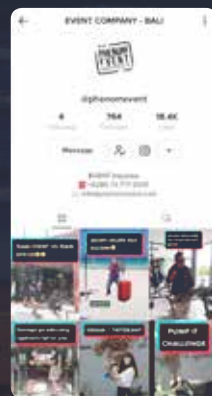


# INVISIBLE YET

As we knew it well, communication adapted to internet innovation breaks boundaries. Limitation became less visible, information takes only glimpse to reach out the surface. Then there were innovation on how we relates in the society, we currently having media to perform our daily life. Social Media, as briefly explained by Tufts Education, it refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. Then in order to accommodate this necessity, we use certain platforms as the vessel to place the information.

Adapting to Gen Z character, which they grew up where the internet took over the world, social media has been utilized much more than to communicate with overseas relatives. Social Media grown into compromising creative business instead. Using the digital algorithm, virtual interaction insights, and relatable content, social media up until now is a valid intangible value stream. Conventionally speaking, it doesn't have to bloody colonialize to conquer, but try to patronage. Yet, the material stakes remain random.

Creativity as content spirit has been challenged to be as original as it can be. Through out multi social media platforms, we can reach out to different range of age groups. Therefore we could simply classify what content goes where, while the context remain as one. As an instance, in Phenom Management Group, we got network values through our YouTube Channel MAGTV as it is actually is a creativity networking channel, and beyond that we actually got customer reached out us to hire our event management service which expanding to virtual / online show management. For short attention, of course, we have are FaceBook, Instagram, and TikTok. All we have to do is to create, spread, and invest without certainly knowing when to harvest. Set the doctrine as fierce as Focus (2015) have suggested, Program the Subconscious; vision and hearing, then you mastered their decisions.





2021 RESOLUTION IS

# STOP TALKING ABOUT 2020

#PHENOM15ME



SCAN ME