

EXECUTIVE SUMMARY

TITLE	:	PUBLICATION SUBSCRIPTION FEE FOR my.IT
PROPOSED DATE	:	October 2019 – October 2020
BUDGET/COST	:	RM 14,000.00 (MPB – NEXUS ICTPN).
OBJECTIVES	:	To promote ICT Incentives & Grants to the industry and increasing the awareness level among the industry players.
OUTPUT	:	
DEPARTMENT	:	DMO/ ICT Productivity Nexus
COMMENTS/ SIGNATURE OF ACCOUNTANT		
COMMENTS/ SIGNATURE OF PCT MGR		

INFORMATION PAPER FOR BOARD OF MANAGEMENT ICTPN PARTICIPATION IN

1.0 Purpose

The purpose of this paper is to inform and seek the approval of MPC's Board of Management (BOM) on subscription of PIKOM magazine My.IT with the cost of RM 14,000.

2.0 Background

my.iT is the official publication of PIKOM. Formed in 1986, PIKOM plays a vital role in being the voice of the tech industry in Malaysia to steer the tech industry in Malaysia in the right direction. With a membership comprising over 1,000, PIKOM's members command about 80% of the total ICT tech trade in the country. my.iT is primarily intended to serve the needs of the dynamic tech industry in Malaysia, especially when it comes to voicing out the needs and concerns of the tech industry.

my.iT magazine are produced quarterly each year and distributed to more than 900 PIKOM members, top management of companies, relevant government ministries and agencies, relevant business organisations, PIKOM events and sold in all leading bookstores nationwide. Participating in the my.IT magazine will be a platform for ICTPN to reach out more industry players to raise awareness about the incentives.

3.0 Objectives

To inform MPC's Board of Management (BOM) on ICTPN participation in my.IT magazine with a cost of RM14, 000.00 as publication subscription fee by utilising the MPB-NEXUS ICTPN budget.

4.0 Cost

Below is the category of partnership with cost and value proposition.

Description	Members' Rate	Non-Members' Rate
Package 1 1 full page, full colour advertisement with a full page write up	RM3,500 Total cost: RM3,500 ()	RM5,500 Total cost: RM5,500 ()
Package 2 1 full page, full colour advertisement with a full page write-up for 2 issues	RM3,250 Total cost: RM6,500 ()	RM5,000 Total cost: RM10,000 ()
Package 3 1 full page, full colour advertisement with a full page write up for 4 issues	RM2,800 Total cost: RM11,200 ()	RM3,500 Total cost: RM14,000 ()

5.0 Recommendation

After consultation with PIKOM and ICTPN Secretariat, it is recommended to participate in the PIKOM my.iT magazine with the publication subscription fee RM14, 000.00.

6.0 Conclusion

The approval of BOM is sought on the participation of ICT Productivity Nexus in PIKOM my.iT magazine with the budget of RM14, 000.00.

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