

LIFESTREAM NETWORK

experiential | strategic | purposeful

powered by Lind Value of the power of the po



## Aboutus



## KARLA KANGLEON

Seasoned expert in event activation and B2B strategist, crafting experiential campaigns for 20+ years in 6 countries.



## MICHAEL NIELSEN

Strategic marketing guru fueling global success with a visionary edge. 10+ years experience. Let's make an impact!



Lifestream Network is a marketing and business development company that specializes in facilitating connections between businesses and individuals through purposefully curated experiential events.

Our goal is to help our clients expand their networks, reach potential clients and partners, and discover new opportunities for growth.

CUSTOMIZED EXPERIENTIAL EVENTS

NETWORKING EVENTS

SPONSORSHIP ACQUISITION AND MANAGEMENT

PERSONALIZED BUSINESS DEVELOPMENT SUPPORT





## what we do



event planning



webinar services



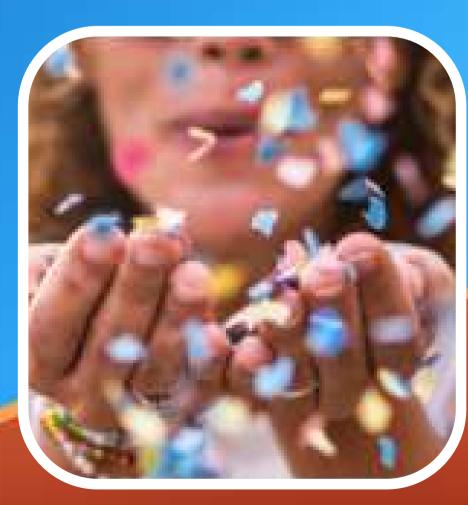
supplier network



media reach



sponsor connect



creative event execution

## why partner with us



## **TARGETED AUDIENCE ENGAGEMENT**

OVER 200,000 ATTENDEES WITH AN 85% ENGAGEMENT RATE THROUGH INTERACTIVE ACTIVITIES.



## **BUSINESS GROWTH**

60% OF PREVIOUS SPONSORS REPORTED NOTABLE SALES INCREASES WITHIN SIX MONTHS.



## **BRAND VISIBILITY**

90% OF PREVIOUS SPONSORS SAW IMPROVED BRAND RECOGNITION AFTER PARTNERING WITH US.



## **MARKET PENETRATION**

BRANDS ENTERING ASIA PACIFIC SAW 35% FASTER MARKET PENETRATION.



## **CONSUMER ENGAGEMENT**

95% OF PARTICIPANTS FELT MORE CONNECTED TO BRANDS PROVIDING INTERACTIVE EXPERIENCES.



## **ATTENDEE SATISFACTION**

OVER 90% EXPRESSED A DESIRE TO ATTEND FUTURE EVENTS.



## **SHOWCASE OF INNOVATION**

EXPO ZONES FEATURED OVER 500 INNOVATIVE PRODUCTS AND TECHNOLOGIES.



#### POSITIVE BRAND PERCEPTION

85% OF CONSUMERS PERCEIVED ASSOCIATED BRANDS AS INNOVATIVE AND TRUSTWORTHY.



## **PARTNERSHIPS**

OVER 80% OF BUSINESSES REPORTED SUCCESSFUL COLLABORATIONS WITH LIKE-MINDED COMPANIES.



## **RETURN ON INVESTMENT (ROI)**

ON AVERAGE, BRANDS THAT COLLABORATED WITH LIFESTREAM NETWORK REPORTED A 3:1 ROI WITHIN THE FIRST YEAR OF PARTNERSHIP.

COUNTRIES

PHILIPPINES, MALAYSIA, SINGAPORE,
VIETNAM, THAILAND & AUSTRALIA

ATTENDES
AVERAGE NUMBER PER
PUBLIC EVENT

BRAND PARTNERS
LIFESTYLE, FITNESS, PETS, FASHION,
F&B, TECHNOLOGY, BEAUTY & LUXURY

YEARS EXPERIENCE AND COUNTING ...



We strategically ignite collaboration through data-driven innovation to craft creative community-centric events.



200%

ROI

ATTENDANCE, PRODUCTION COSTS, MARKETING EFFORTS, AND OTHER REVENUE STREAMS

15% 5%

SALES & REVENUE

AVERAGE GROWTH POST-CAMPAIGN ACROSS OUR CLIENT PORTFOLIO. %

**CUSTOMER SATISFACTION** 

RATINGS, TESTIMONIALS, & FEEDBACK

9/0

MARKET SHARE

AVERAGE INCREASE UPON IMPLEMENTATION OF EACH CAMPAIGN

## how we do it





PLANNING AND STRATEGY

**IDEATION** 



CONCEPTUALIZATION



MONITORING AND EVALUATION



**TESTING AND ITERATION** 

**DESIGN AND** 

**DEVELOPMENT** 



## our process



[PROGRAM]

**5. TRANSFORM** 

6. ENGAGE

4. ACTIVATE

[POST-PROGRAM]

7. REWARD

1. DISCOVERY ASSESSMENT

2. STRATEGY PRESENTATION

3. APPROVAL & CONTRACT



## whatwedo



Assemble team Ideation Allign with KPIs Draft the plan Health and safety Campaign Activation

#### **CAMPAIGN IDEATION & DEVELOPMENT**

We create out of the box event concepts that engage attendees, incorporating innovative elements and interactive experiences to leave a lasting impression.

#### **BRANDING & DESIGN:**

Our creative team specializes in branding, logo design, signage, and overall visual aesthetics to create a cohesive and memorable event identity that resonates with your target audience.

#### **SPONSORSHIP & PARTNERSHIP MANAGEMENT:**

We excel in identifying and securing strategic partnerships and sponsorships for your marketing campaigns, creating mutually beneficial relationships that enhance event funding, brand exposure, and attendee engagement.

#### **EVENT MANAGEMENT**

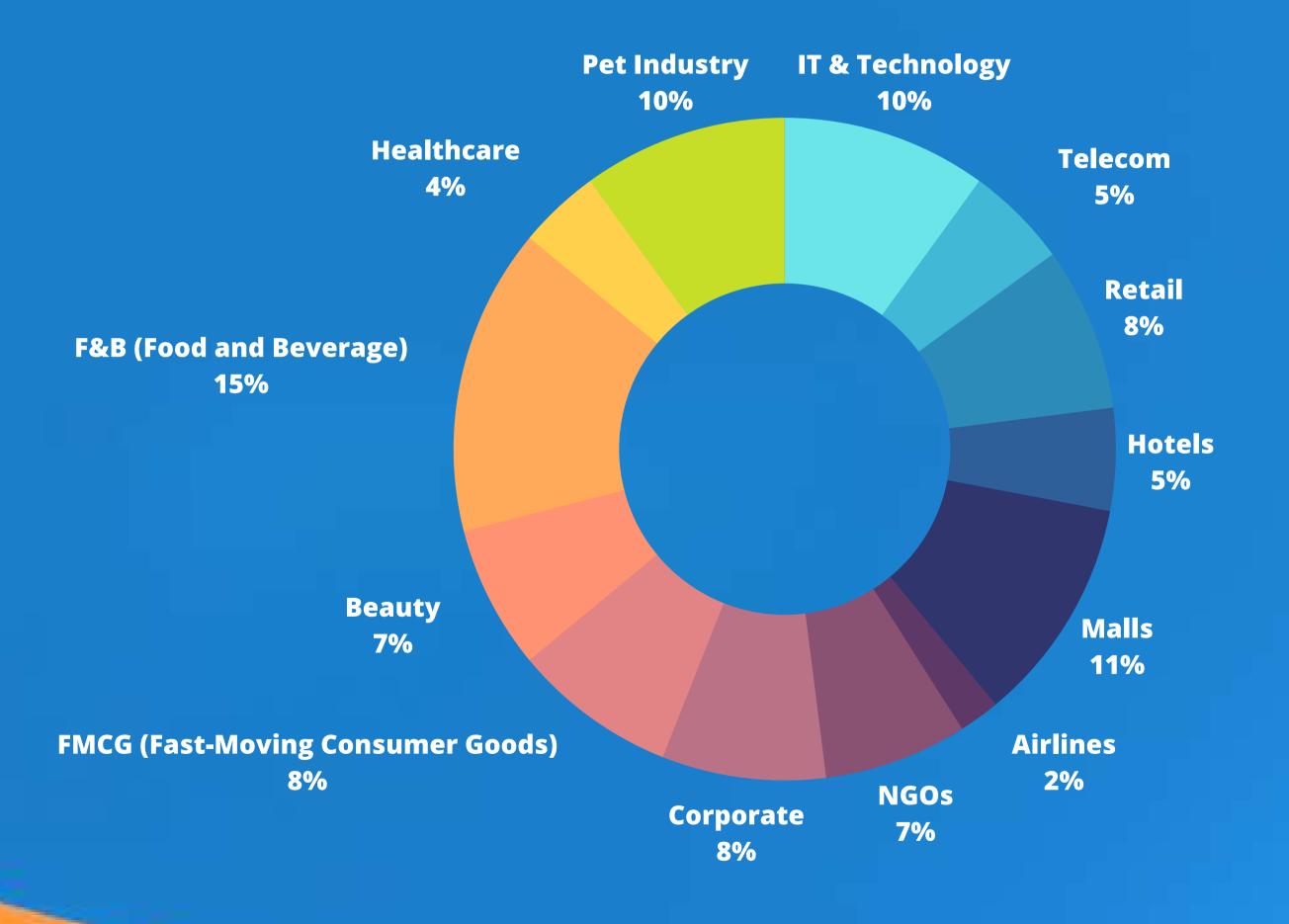
We provide comprehensive end-to-end solutions tailored to your specific event needs, ensuring all aspects are organized and executed efficiently.

#### **EVENT MARKETING & PROMOTION:**

Leveraging our marketing proficiency, we develop targeted event marketing strategies, including social media campaigns, email marketing, content creation, and public relations, to maximize event attendance and visibility.



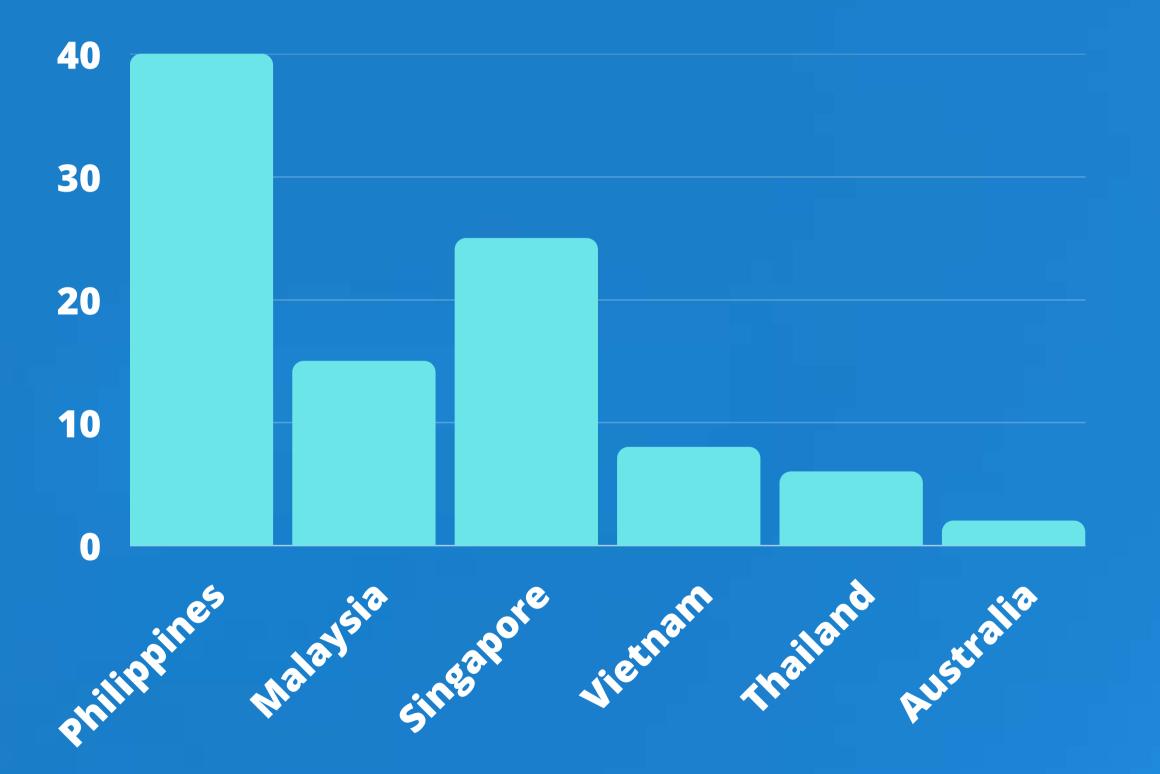
## industries



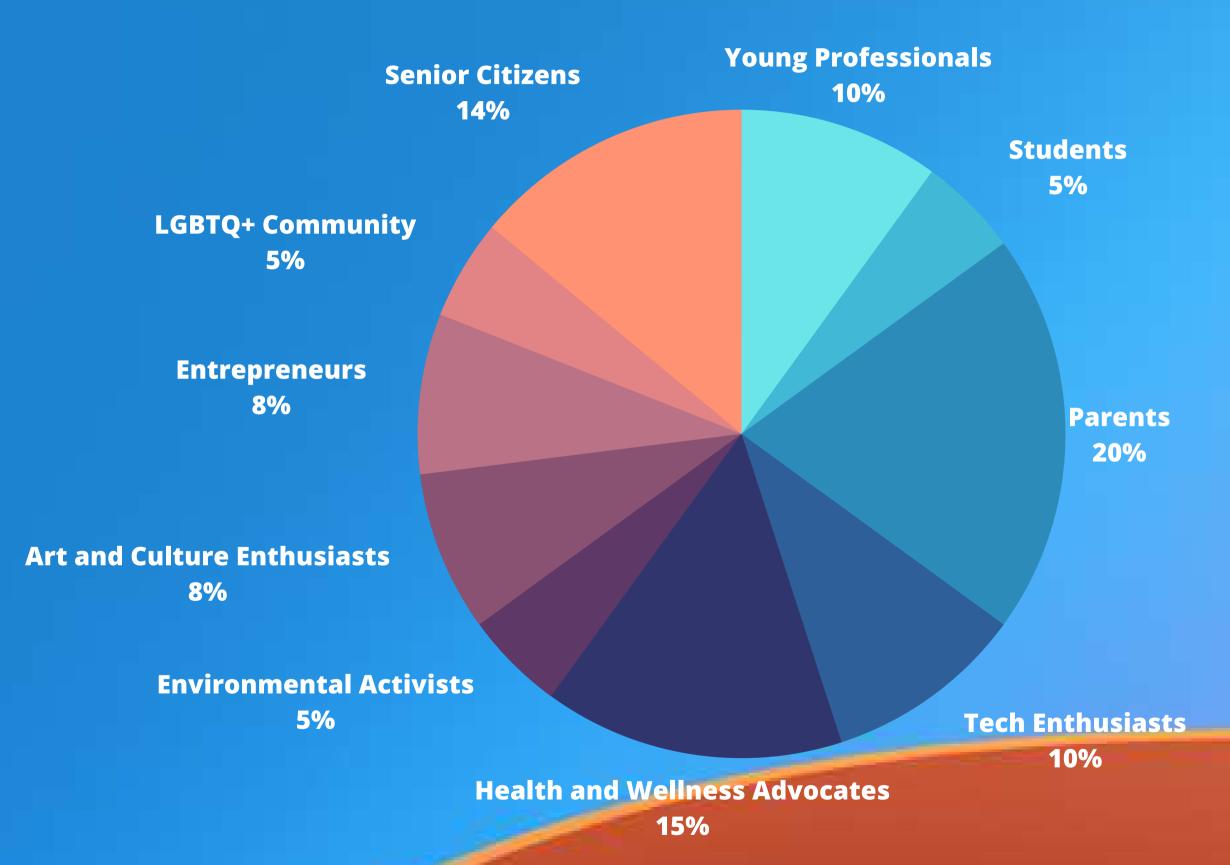
# projects



## countries

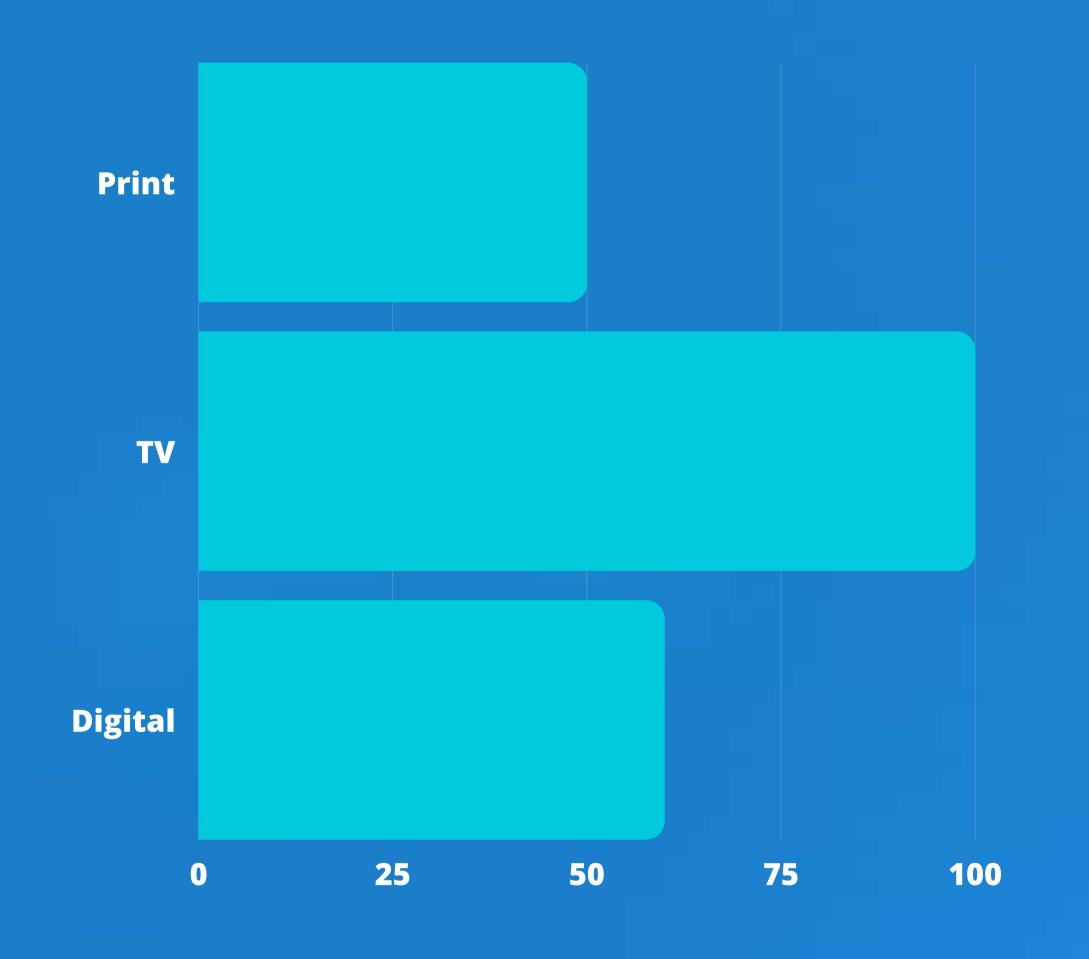


## target audiences





# media partners





















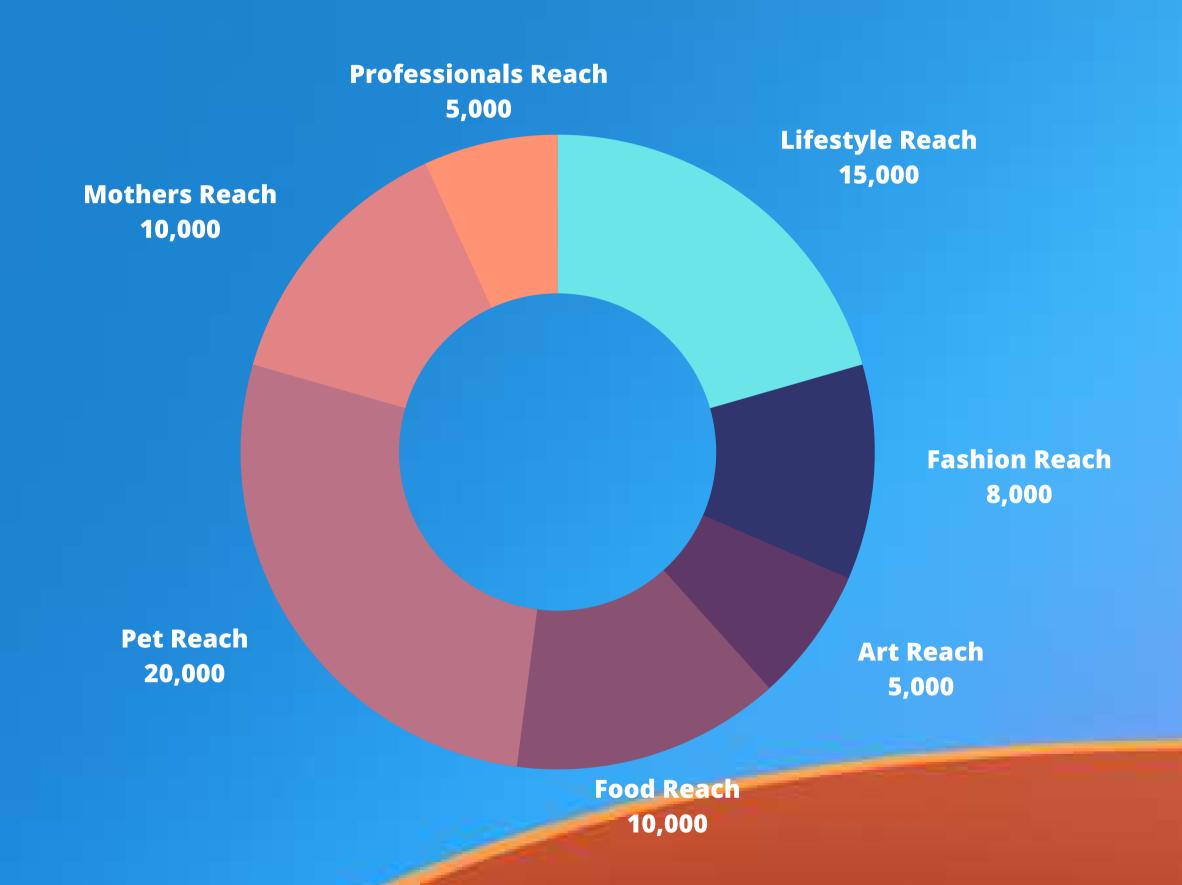
## influencers

## Lifestyle Pets 12.5% 12.5% **TV Personalities** Food 12.5% 12.5% Art **Artists** 12.5% 12.5% **Fashion Filantropy**

12.5%

12.5%

## social media





# fitness events





10 WORKOUTS.10 GYMS. 1 HOUR.

**POUND FITNESS** 

\* PHYNESS beyond

SAMBA FITNESS POWER HOUR YOGA

















FREE CLASS REGISTRATION https://bit.ly/DoYouPH\_Reg













Celebrate our club's anniversary with a series of exciting

Don't miss these events!

12:00nn - 1:30pm

6:00am - 10:00pm

5:00pm - 7:00pm

7:00pm - 7:00pm

May 19 5:00pm - 8:00pm

May 18

1:00pm - 4:00pm Design Your Surf Board contest

Open house

Buffet dinner

Escape with RetroPop

Can You Beat Your Trainer

the Next HipHop Champ

Trainer VS Member Challenge

Do You Have What It Takes To Be













INTERNATIONAL SUPERMODEL

ADRIANA LIMA WEARS JAAB XT TZ

# pet events



You may pay through any of the following methods:

1. Via CARA Clinic - 175 Lopez-Rizal corner Samat st. Mandaluyong 2. Via BPI Bank Deposit - Account Name: CARA Welfare Philippines Account #: 3191-0467-05

3. Via Pay Pal - VIsit http://www.caraphil.org and click "Make a donation"

Please send proof of payment (receipt, deposit slip or screenshot) to events@caraphil.org and we will inform you of seat availability. First pay, first serve basis.



Ticket Prices: P3,000 with pet/P2,000 without pet. 100% of proceeds will benefit CARA. Get your tickets at any bow & wow store. For inquiries, contact 0917 540 5988.











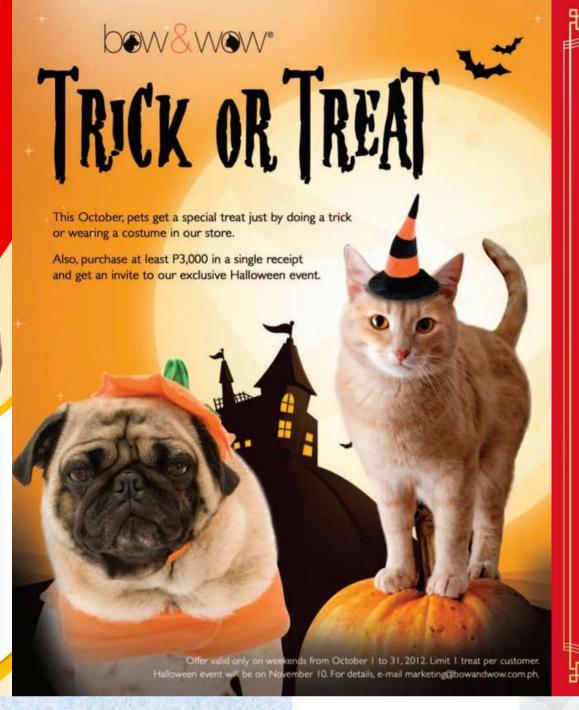


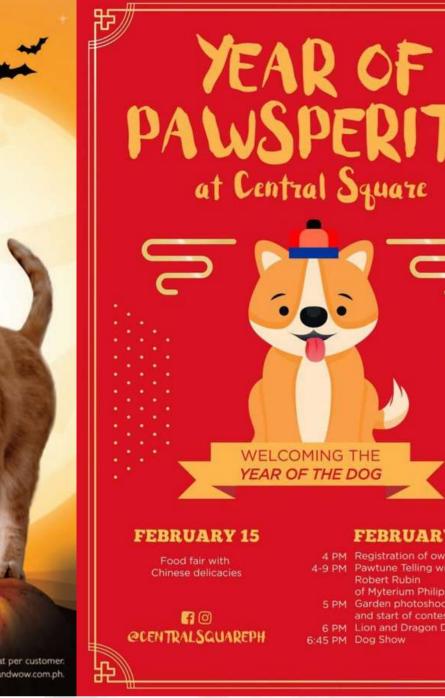


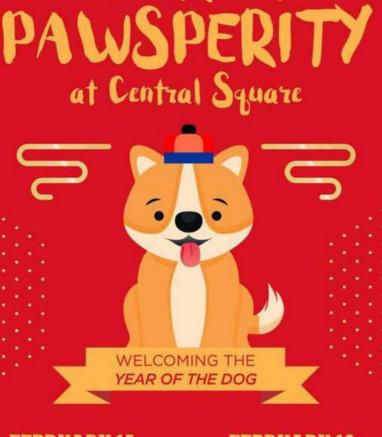


Pinoy Deg-Lover

For ticket information, visit www.Facebook.com/ALL4PETSParty







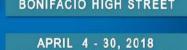
FEBRUARY 16

5 PM Garden photoshoot of dogs

DOW & WOW.



















www.NoahsArkPetCo.com www.Zoomanity.com.ph or call us at: (02) 846.6433 | (02) 806.8808 +63921.6940328 | +63916.8973677 +63932.6093338

FOR MORE INFORMATION, VISIT:







# Pet Day AT THE BAY

October 6, Sunday | 2:00PM | Central Garden









































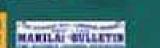


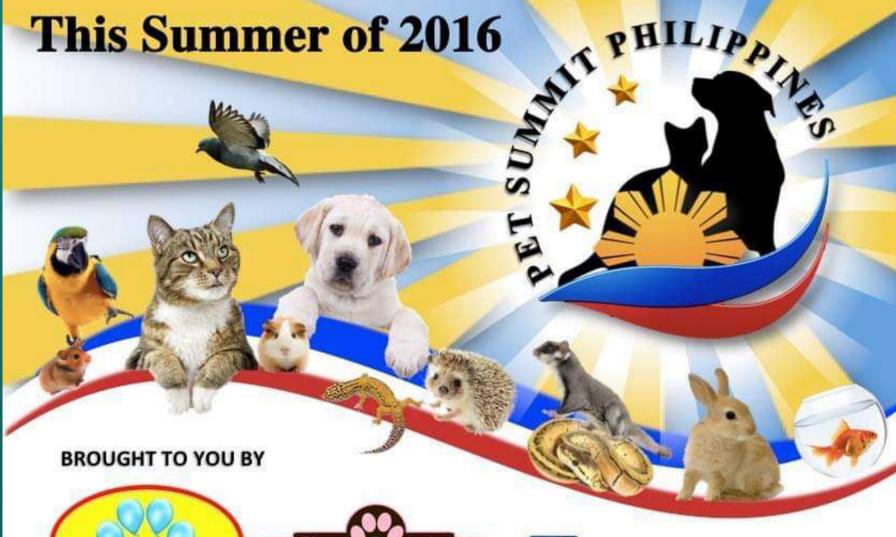


















petsummitphilippines



petsummitphils@gmail.com





April 7-8, 2018 | Bonifacio High Street

HILL'S - CYCLE CHALLENGE

**APRIL 7, 2:00 PM** 





#### **HOW TO ENTER**

Make gifts out of recyclable materials for pets. Bring your entry to #WAGGINTAILSPH on April 7.

- SCHOOLS College / University
  - High School

#### CRITERIA FOR JUDGING:

- Originality & Innovation
- Effective use of recycled materials





FREE ADMISSION





# festivals & conventions



EARTH HOUR LESS THAN A MONTH TO GO BEFORE EARTH HOUR 2018 SWITCH-OFF AND #CONNECT2EARTH MARCH 24 | 8:30PM

NATIONAL GEOGRAPHIC GENOGRAPHIC The Landmark DNA Quest to Decipher Our Distant Past

AUTHOR OF The Journey of Man SPENCER WELLS













AMERCID

GreenfieldDistrict

www.greenfield.com.ph

The Embassy of Mexico in the Philippines in collaboration with The National Museum of the Philippines presents

## DÍADE LOS MUERTOS

Traditional Mexican Ofrenda and Photo Exhibition

6 to 17 November, 2019 The National Museum of Fine Arts



Win a V225 Phone

with a free Kit Prepaid Connection

01 transaction with any Dialog Service to become eligible.

30 customers with the highest number of

transaction will be selected as winners.

Promotion is valid till 31st March 2009.

Carry out a minimum of 05 transactions including





Rediscover the magic of Christmas

# TOYS &

December 2-3, 2017 **Bonifacio High Street** 





#### Oct 27 • 2pm

Enjoy the most fun halloween adventure and escape the magical forest when you spend P1,000 at Forbes Town establishments! Registration starts on Oct 20.

Mystery Box Challenge • ObstacleCourse Costume Contest • VR Game • Photobooth • Mafic Show Trick or Treat Parade • Interactive Performances • Games & more!





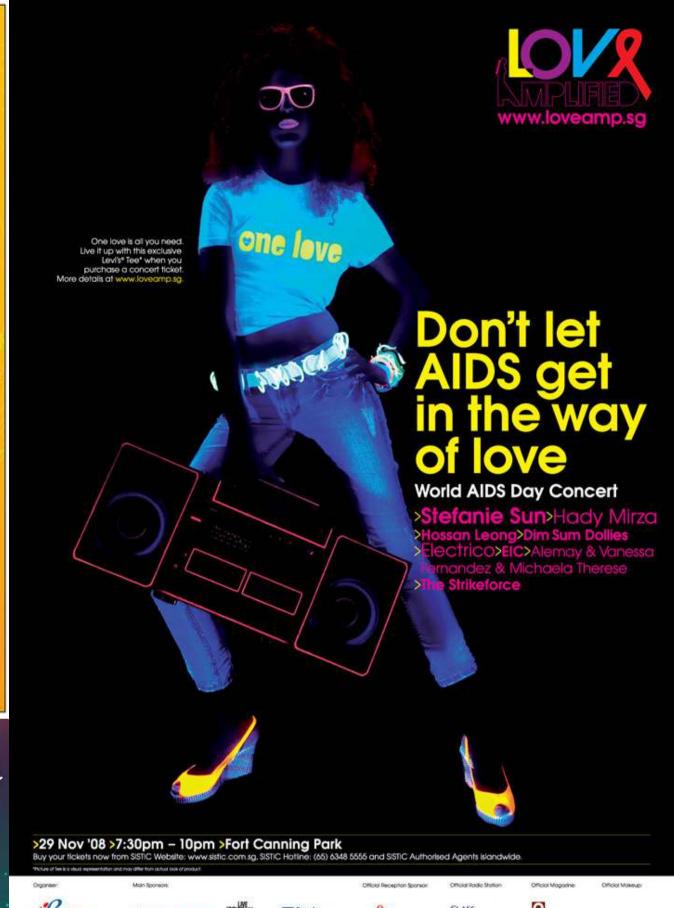
Per DTI FTEB Permit No. 18637 Series of 2018 #ForbesTownHalloween



Use promo code: ForbesTownHalloween and get P150 off on GrabCar going to & from Forbes Town from 10am - 11pm



MEGAWORLD LifestyleMalls





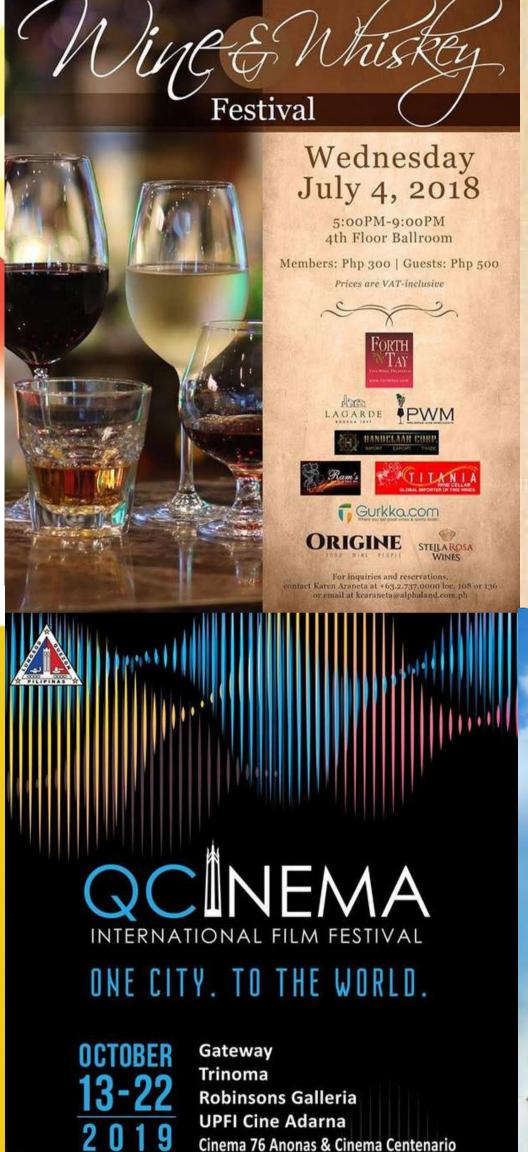
Per DTI-FTEB Permit No. 18735. Series of 2018

this party is open for everyone cute and fab! Register now at the Concierge.



FILM FESTIVAL

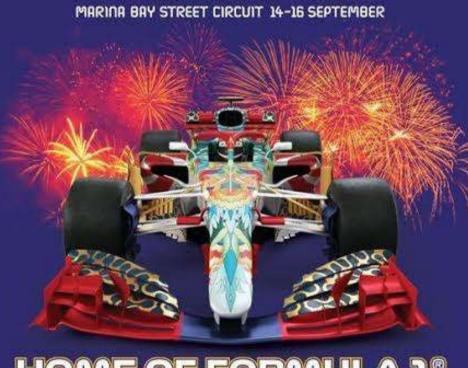
ARANETA CONTROL OF STREET OF STREET











## **HOME OF FORMULA 1º NIGHT RACING**

3 DAYS OF NON-STOP RACE ACTION + STAGE PERFORMANCES BY

JAY CHOU

THE KILLERS MARTIN GARRIX LIAM GALLAGHER

BJÖRN AGAIN END OF THE WORLD SIMPLY RED

THE SUGARHILL GANG YOUNG FATHERS

WWW.SINGAPOREGP.SG +65 6738 6738 465 4731 9600 NGSPITALITYSINGAPOREGP.SG



# Thank You!



powered by

