



# Kuala Lumpur Photography Festival

[www.klpf.com.my](http://www.klpf.com.my)

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Date: 20190108



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# About KLPF



攝影人市場經理洪瑞泉 (左) 陪同拿督陳財和 (中) 和 ASFON 主席 Haidar 參觀展出會場。

- **First festival in 1997**



- **Only one of its kind in Malaysia and Southeast Asia**
- **Platform for art and technology exchange**
- **International and local participation**
- **Where photographers establish connections**
- **Open to public. Free admission**

# Main Features of KLPF

- Annual Theme Photo Exhibition
- Photo Creator of the Year Award (Biennale)
- Festival of the Festivals
- Photography Workshops
- Photomania – photography seminars
- Portfolio reviews
- International Photography Dialogue
- Photo and Video contests
- Imaging Trade Show
- Photography conference

# KLPF Partner Program: FITE Exclusive for Travels

## Free Independent Travel Exchange (FITE)

- Travel and photography always go hand-in-hand.
- Participation from tourism authorities like Thailand, Taiwan, Sabah, Selangor, etc.



# KLPF Partner Program: The Taste of Travels



- Taste is an art.
- Taste is a culture.
- Taste is a tradition.
- Taste is a legacy.
- Taste is an inspiration to travel.
- Participation from people who have made food a part of art, culture, tradition, legacy and travel.



# KLPF Partner Program: FITE & Taste of Travels

## Main features

- Annual Themed Travel Photo Exhibition
- Travel Photography Books showcase
- Travelmania Travel Talks & Slideshows
- Travel Forum
- Travel Promotion Exhibitions
- Tourism Cultural Shows
- Local delicacies market & demo sessions.





# Programs for collaboration

- KLPF Photography theme exhibition
- KLPF Travel theme exhibition
- KLPF Photography Workshops
- Video short-clip contest
- Model Shoot contest
- Shoot & Print program
- Schools, Colleges & Universities exhibition
- Drone Photography exhibition
- Underwater photography exhibition
- Video kiosk
- Antique camera exhibition
- International photo festivals
- User experience & interaction





# Sponsorship

- **Sponsor (1 only) RM300K**

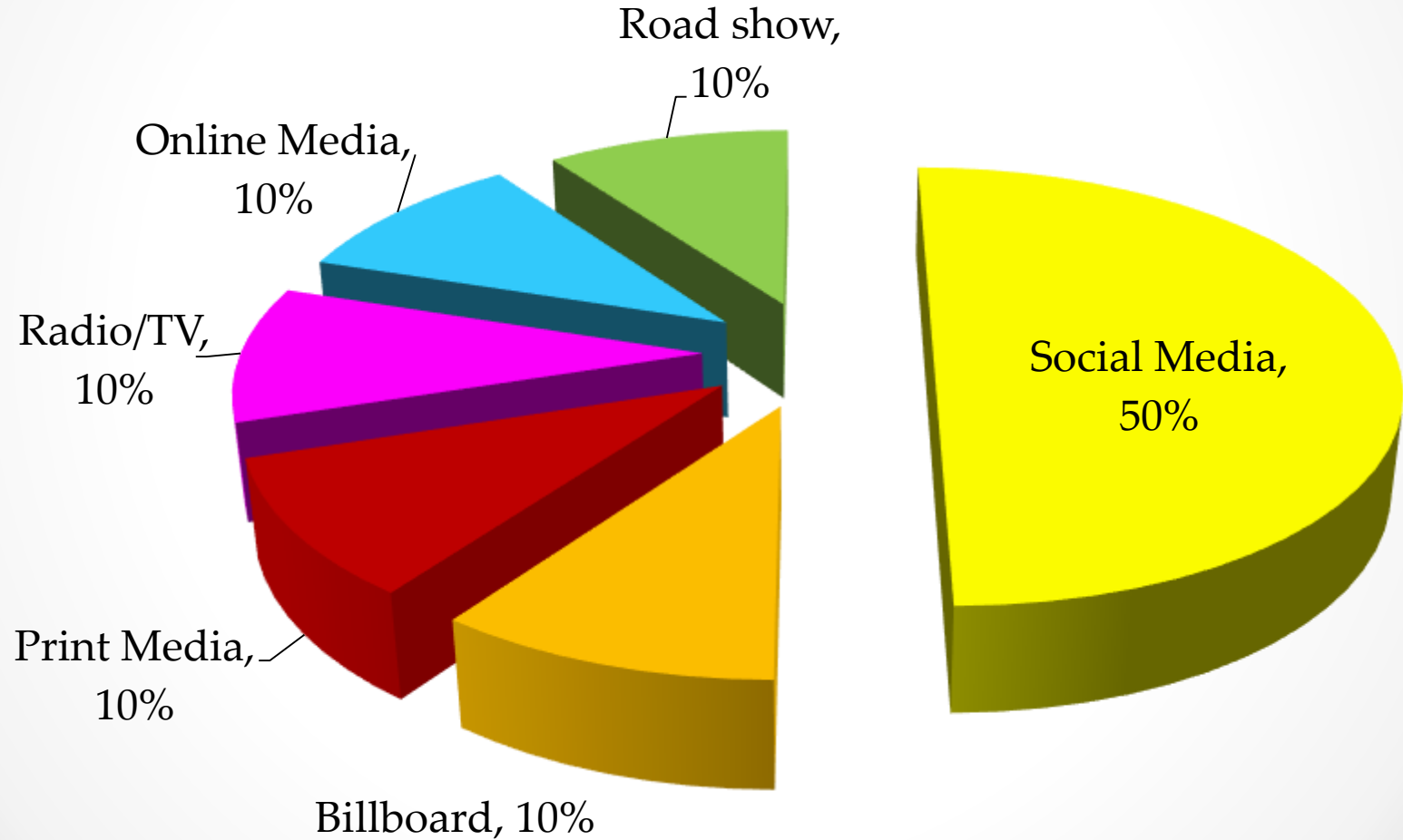
Logo placement at

- Main stage backdrop
- Entrance arch
- Exhibition Catalogue book
- KLPF promotional video clips
- KLPF Billboard at prime location (Jalan Sultan Ismail)
- Newspaper & social media ads

**Brand/Product feature**

- Magazine ads and write-up (shared to social media)
- Exhibition space 6mx6m

# Publicity Strategy





# The Organizers

*Company name:* **PCP Publications**

*Add:* **154-4-1 Kompleks Maluri, Jalan Jejaka,  
55100 Kuala Lumpur.**

*Tel:* **+603-9281 8039**

*Email:* **klpf@pcp2u.my**

*Website:* **www.klpf.com.my**



# The Committee

*Founder* : **Kim Teoh**

*Festival Director* : **Jessica Chan** [jessicachan@pcp2u.my](mailto:jessicachan@pcp2u.my)

*Marketing Manager* : **Elina Heng** [elinaheng@pcp2u.my](mailto:elinaheng@pcp2u.my)

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# KLPF past event photos



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