


POST SHOW REPORT ECEE 2015

EARLY CHILDHOOD EDUCATION EXPO 2015
SETIA CITY CONVENTION CENTRE
15 - 16 AUGUST 2015


ECEE 2015 is an Early Childhood Education platform with over 120 booths and 65 exhibitors. For the 2 days event, ECEE 2015 had gathered over 7,000 visitors registered from the public.



VISITOR PROFILE

89% 
of attendees
are parents came
with their children

11% 
interested to
become educators

83% 
would recommend
the Show to
friends & family

TOTAL ATTENDEES :

7,663 



Organised by :

ALT | exhibitions

OPENING CEREMONY OF ECEE 2015

ALT Exhibitions, Ms Michelle Ha, Project Director and Mr Albert Leong, GM had invited guest of honour YB Senator Datin Paduka Chew Mei Fun, Deputy Minister of Women, Family & Community Development to officiate the opening ceremony of ECEE 2015 and other VIPs including Mr Shahrul Nizar Ahmad, Mayor of KidZania KL, Dr Azhar bin Md Adnan, President of ECCE Council Malaysia and Mr Nick Ng Sing Hen, PPBM's Hon. Treasurer, to grace the opening ceremony.



ECEE 2015 had lined up numerous of activities as follows :

- ✓ KidZania Character Appearances
- ✓ Free Dental Check Up & Oral Hygiene Instructions
- ✓ Parenting & Child Safety Talk
- ✓ Storytelling
- ✓ Singing & Dancing Performance
- ✓ Orchestra Performance
- ✓ Colouring Contest
- ✓ Costume Play Contest



ADVERTISING & PROMOTION OF ECEE

Contributing to the Show's success was the extensive media exposure. Here are some of the A & P that has been carried out :

Our Bus Ad is on the Move



AD-ON BUS

Causeway Link & Metrobus around Klang, Shah Alam, Federal Highway & KL.

MixFM & EraFM

By reaching out to thousands of Malaysian listeners through radio stations, ECEE 2015 not only had captured the attention of residents nearby SCCC but also visitors from other areas of KL & Selangor.



BILLBOARD & WEB BANNERS

Billboard were placed at SCCC surrounding areas. Web banners were placed at our media partners such as Kiddy123.com, School Msia & PreSchool Msia.



SOCIAL MEDIA & TV INTERVIEW

To ensure maximum coverage, newsletter and ads were sent thru e-mail, Whatsapp, Facebook and BERNAMA Live Interview.



MAGAZINE, NEWSPAPERS & INSERTIONS

Newspaper & Magazine Ads were placed prior the event through Baby Talk, Mama Papa, Metro, theStar & SinChew. Additional effort has put into newspaper insertion as well.

ECEE 2015 team managed to cover more areas by distributing of flyers & ballons at high residential around SCCC, Shah Alam and Klang.

STAGE PROGRAMME OF ECEE 2015


Stage Programme 15/8/2015 (Saturday)	
10.00am	Show Open
11.00am-12.00pm	Parenting Talk by Fiona Walker, CEO and Principal of Schools, Julia Gabriel Centre & Chiltern House Preschool Kuala Lumpur
12.00 pm-1.00pm	Opening Ceremony / Kidzania Character & Dancing Performance/ Orchestra Performance
1.00pm-1.20pm	" Children's Car Seats Safety" by Maree Haley, Founder, The Safety Educator
1.25pm	Lucky Draw
1.30pm-2.00pm	Gymnastics Performance by Tadika Setia Pintar
2.00pm-230pm	Diet and Nutrition Talk by SOL
2.30pm	Lucky Draw
2.30pm-3.00pm	Gymboree
3.00pm-3.30pm	Character Performance by Kidzania
3.30pm-4.00pm	Theme: Stories Come Alive- an interactive story time with participation from the audience, Mr. Patrick Terence Lim, Programme Specialist, Odyssey
4.00pm-4.30pm	By Q-Dees Aman Perdana
4.35pm	Lucky Draw
4.35pm-4.40pm	Facebook Cutest Baby Contest- Prizing Ceremony
4.40pm-5.10pm	I CAN READ
5.10pm-5.40pm	By UTAR
5.40pm-6.10pm	Share Green Kids
7.30pm	Lucky Draw

Stage Programme 16/8/2015 (Sunday)	
10.00am	Show Open
10.30am-11.30am	Colouring Contest for Kids Age 4-6
11.30am-11.40am	Colouring Contest Prizing Ceremony
11.40am	Lucky Draw
11.40am-12.10pm	Silly Stupendous Spectacular Stories by Julia Gabriel Centre Specialist Teachers
12.20pm-1.20pm	Costume Play Contest & Prizes Give away
1.25pm	Lucky Draw
1.30pm-2.00pm	Move Kids: 1) Catwalk 2) Belly Dance Performance & 3) Singing Performance
2.00pm-2.30pm	Theme: Stories Come Alive (Chinese) - an interactive story time with participation from the audience by Ms. Sun Shi Juan, Programme Specialist, Odyssey
2.30pm	Lucky Draw
2.30pm-3.00pm	Presentation by Ad- Din Education
3.00pm-3.30pm	Performance by Kidzania Character
3.30pm-4.00pm	Train your Brain like a Muscle by SOL
4.00pm	Lucky Draw
4.00 pm-4.30pm	By Seven Skies International
4.30pm-5.00pm	By Q- Dees Aman Perdana & Empire Gallery Klang
5.00pm-5.30pm	By Q- Dees Bandar Bukit Raja
5.30pm	Lucky Draw
5.30pm-6.10pm	Talk by London Montessori
6.10pm-6.40pm	Share Green Kids
7.30pm	Lucky Draw

THANK YOU TO OUR PARTNERS & SPONSORS



NEXT SHOW 17 & 18 SEPTEMBER 2016 @ KLCC




Early Childhood Education Expo


17 & 18 SEPTEMBER 2016 • KL CONVENTION CENTRE

" Developing Confidence at Early Stage "


OPENING HOURS : 10.00AM - 7.00PM



Official Media Partner



Organized by



FREE ADMISSION

HERE'RE WHAT OUR EXHIBITORS HAD TO SAY

" We have had many parents visiting our booth & enquiring about our preschool. The exhibition has offered us a good opportunity because we could see customers coming in with a focused manner. It is also a good platform for us to market our product to our target customers. The organizer also has done a good job during the whole exhibition from the set up until the dismantling time in assisting us in all our queries. "



" It is the first time for Seven Skies International School to participate in any child & education related exhibition, & we made the right choice in joining ECEE. The exhibition was a good platform for us to create our brand awareness & to reach out to the community about what we do in Seven Skies. The management team was also organised, helpful & friendly. We will definitely consider joining ECEE again in the future. "



PHOTO GALLERY



HERE'S WHAT OUR EXHIBITOR HAD TO SAY

" It was a great experience for Kiddy123.com to exhibit in ECEE 2015. The event was well organized and the venue was top of the class. The organizer was helpful and delivered high quality of service. Our booth was visited by hundreds of families with young children and gained substantial amount of brand exposure towards our target customers. We appreciate all the careful planning and arrangement by the organizer for making this event a huge success. "



PHOTO GALLERY

