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Executive Summary

PT Dyandra Media International (DMI) is a leading integrated provider of event solutions in Indonesia. It is the holding company that manages the various lines of business of Dyandra Group. Established in 1994 as PT Dyandra Promosindo, PT Dyandra Media International has over 20 years of extensive experience in events management. Today, it is recognized as the market leader in the MICE (Meeting, Incentive, Convention, and Exhibition) industry in Indonesia with over 80 percent of market share. In order to strengthen its business, PT Dyandra Media International launched its Initial Public Offering (IPO) on January 2013.

Fortune PR executed the IPO Communication Program for Dyandra which covered pre IPO – IPO – post IPO. Fortune PR and DMI created a communication program which primary targeted to institutional investor, retail investor, manager, and employee. Also analyst, general and business media as the secondary target.

Background

Holding 80 percent of market share in the MICE industry proves that DMI is the leading integrated provider of event solutions in Indonesia. Dyandra run the business, integrated with their four business pillar, which are Event Organizer, Supporting Event, Venue & Hall, and Hotel Business. DMI also supported by Kompas Gramedia Grup that has competent management boards. Therefore, the MICE industry is really rapidly growing nowadays.

The IPO made DMI listed as the first MICE service company in Indonesia Stock Exchange

Objectives

To make the IPO success, key of objectives are:

• Build market awareness
• Positive Market Environment
• Perception of carcity
Challenge and Strategy

PT. Dyandra Media International is a part of Kompas Gramedia Group, one of the country’s big media company who has been running newspapers, magazines, radio and television station for decades. However, that does not mean that media coverage is not an issue. Couples of other media holdings might refuse to highlight the news coming from DMI in terms of competition. As a matter of fact, that issue was handled by implementing some strategy such as Media Power, Endorser Power, Momentum Power, and Direct Awareness.

MEDIA POWER

Media coverage could have always been a sharp tool to inform the society, as well as stakeholders and shareholders. By listing the most influential printed and online media, not to mention radio and television, DMI could reach its target audience and deliver their message and objective to them. At this point, excellent media relations is needed to keep the journalists updated and well-informed.

ENDORSER POWER

Only segmented group of people could follow the information of Initial Public Offering (IPO). Investors, brokers, stock speculators, economics and financial expertise and journalists are people who need to be updated. Therefore, Key Of Formers (KOF) opinion is very much needed. The KOF will draw the analysis and insight of DMI shares as well as to ensure public that DMI shares is working well, on the right track, and has a great opportunity to grow in the stock exchange. The opinion was then quoted by the journalists and appeared in the media.

MOMENTUM POWER

The message should be distributed with strategy. Time and momentum are two important elements to endorse the message as they refer to the on going events that were running by the sub-holding companies of DMI. Some of the events are World Economic Forum by Samudra Dyan Praga in Davos Swiss, Indonesia Fashion Week 2013 by Kerabat Dyan Utama Indonesia, Jakarta, KTT APEC 2013 PT Nusa Dua Indonesia. Those events are highlighted in the article as momentum to promote IPO DMI even more.

DIRECT AWARENESS

In order to create public awareness, all channels of communications might worth trying for. In Direct Awareness, advertorials and several press releases are prepared to publish in the media. The objective was to convey a direct understanding of what the IPO program was about.

CAMPAIGN PROGRAM

PRE IPO

1. Article Pre Marketing

The objective was to create public awareness of PT Dyandra Media International and its all sub-holding companies. Fortune PR was designed articles in a few angels such as Exhibition Industry in Indonesia – Spread the Wings and Bond with the Foreign Speculators and PT. Dyandra Media International – Ready to Compete in South East Asia’s Mice Industry.

2. Media Training for BOD/BOC DMI

The objective was to train the BOD and BOC in handling the media, what things need to prepare during the interview, and how to answer and respond to the journalists. Trained by a professional news anchor from prominent TV Station in Indonesia, the BOD and BOC were also trained to prepare key messages and have the same perception in about DMI IPO program in their mind. By doing so, the media will deliver a trustworthy and newsworthy information from everyone in BOD and BOC level.

3. Press Conference (based on momentum)

The objective was to launch and spread the news to public through media. This is where the training of media handling was implemented by the BOD and BOC. They answered the questions, gave comments, and initiated the key messages repeatedly in order to be quoted by the journalists.
4. One on one interview

The objective was to give some opportunities to chosen big media companies to get as many as possible information about DMI. At the same time, this could deliver a good coverage for DMI.

5. KOF Article

The objective was to draw the analysis and insight of DMI shares as well as to ensure publics that DMI shares is working well, on the right track, and has a great opportunity to grow in the stock exchange. The opinion was then quoted by the journalists and appeared in the media.

6. Media Monitoring

The objective was to monitor the coverage written, mentioned, and quoted in the media during pre IPO activities.

IPO

IPO RELEASE

Overall, the IPO Release was divided into three steps. The first was Press Release IPO Marketing with 10 releases achieving 93 coverage and IDR 2,181,290,500 total of PR Value. The second release was IPO Release with 5 releases, 375 coverage, and IDR 6,597,510 total of PR Value. Finally, the third release was Momentum Release with 2 releases, 66 coverage, and IDR 922,605,000 total of PR Value.

POST IPO

One of the activities containing in this phase was Chief Editor Gathering. The objective was to build a stronger bond with the Chief Editors of national media while at the same time thank them for writing and publishing content related to DMI since pre IPO up to the Post IPO phase. Meanwhile some activities that might be running soon are Building IR and CSR Division, Shareholder Identification and Regular Meetings, and Media Meeting.

RESULT

PT. Dyandra Media International IPO Campaign program has gained multilevel achievements coming from bussines, brand, and IPO value perspectives. From the business side, 35 sub holding companies under DMI was well appreciated as they now become more exist in publics. Up to now, DMI is positioned as a credible company in MICE industry and has gained 80% of market share. Meanwhile, through its communication program DMI has a high coverage rating in multiple leading media. In total, since Pre IPO to IPO and end in Post IPO stage, DMI has achieved 673 coverage. This surely affects to strengthen the branding of DYAN as MICE expertise in the country. The IPO itself has marked 28 times of IDR 400.000.000 investment of communication program in the ROI. In the offering phase, DYAN has been oversubscribed for 40,6 times. And last but not least, in the listing day the price per shares was IDR 350, higher than the price that was predicted before in IDR 315 per shares.