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LAMPIRAN

Lampiran 1 – Company of Good

In delight spirit of giving, we welcome you

(Insert name)

To experience a new height of doing good.

This is the piece that will start it all, don’t lose it!

25.05.2016

Reception starts at 7 PM

Address 1
Address 2 and more

This piece is non-transferable. Invite only. RSVP required.

EVENTS.COMPANYOFGOOD.COM
Lampiran 2 – HSBC Rugby Sevens

New Zealand

From the early settlement to the immersion with European culture, New Zealand is in its entirety, an exciting adventure. Alternatively named Aotearoa meaning ‘Land of the Long White Cloud’, New Zealand was first visited by Maori around 1000 years ago. In pre-European times, they have developed into a society filled with expert hunters and fishermen with common tribal warfare.

After the first European—a Dutch named Abel Tasman—almost entered New Zealand, then along came Captain James Cook who was also tasked with the search for the great southern continent thought to exist in the southern seas. He and his cabin boy, Young Nick, successfully mapped the country and led two more expeditions. Signed in 1840, the Treaty of Waitangi is an agreement between the British Crown and Maori which also brings further advancement for New Zealand.

Until now, a member of the British Commonwealth, New Zealand also formed an amiable connection with USA. With its armed forces primarily focused on peacekeeping in the Pacific region, New Zealand has been a nuclear free zone since the mid-1980s.

(https://www.newzealand.com/int/history/)

Feel the Hustle and Bustle

Mountain Biking

The very best of New Zealand is right here, on your tail. Don’t forget to research your route before biking through the wilderness of New Zealand’s finest cycle trails. For the passionate people such as yourself, many trails are flowing single-tracks. There are those built in following the historic mining tracks as well, deep into the mountains during the gold rush years of 1860s and 70s.

When it comes to cycling through historic townships and superb mountain views, look no further than Southland’s Welcome Rock Trails. It steeped in gold mining heritage and wind through high mountain terrain. Instead of embedding with the legacy of gold mining, head to Mount Ruapehu to ride the Bridge to Nowhere Track as it traverse the dense native bush of Whanganui National Park.

(https://www.newzealand.com/int/feature/mountain-biking-tracks/)

(https://www.welcomerock.co.nz/gallery.html)

Pictures:

- [The Slate Hut in Welcome Rock Trails](https://www.welcomerock.co.nz/gallery.html)
- [Three Cyclists on Welcome Rock Trails](https://www.welcomerock.co.nz/gallery.html)
Kayaking

Kayak for one? Why not! For two? Even better! The ever blue waters of New Zealand appeals to your adventurous sense, while you paddle with dolphins; around a marine reserve and jump in for a snorkel. Still trying to master the way to paddle? Relax, there is lake kayaking for you to learn. Paddle your way to see Maori rock carvings on Lake Taupo. The fresh view from Rotorua’s crater is also tough to beat.

If kayaking is your go-to-escape activity then try Whanganui River, for fresh water kayaking and the longest navigable waterway in the country. If fresh water is not your cup of tea, enjoy the gratifying whitewater of Rangitaiki and Mohaka in the North Island or the Clutha and Kawarau in the South Island.

(http://www.newzealand.com/int/kayaking/)
(http://www.greatlaketaupo.com/things-to-do/water-activities/kayaking/)

Pictures:
- Kayak to the Maori Rock Carvings with Canoe and Kayak Taupo
- Taupo Kayaking Adventures

Skydiving

Stretching your arms wide isn’t necessarily for exercising, and what better way to “stretch out” than skydiving on the translucent skies of New Zealand. Plunging from 12,000 feet in the air, breathtaking geographical landscape lies beneath your feet. Adrenaline pumps through your whole body only to be eased by the view of the snow-capped mountains, also the jewel-like lakes of Lake Wanaka or Queenstown. Want another view down? The worldliness of Lake Taupo offers the largest commercial drop zone in the world with incredible view of volcanoes, forests, and the lake itself.

You dare to experience it?

(http://www.newzealand.com/int/skydiving/)

Pictures:
- Skydive above Queenstown Alpine Resort

Anytime is the Best Time

Getting to Auckland, Christchurch and Wellington in New Zealand

Air New Zealand’s alliance with Singapore Airlines gives you access to three daily direct flights to New Zealand, offering passengers seamless connections to over 20 domestic destinations within New Zealand.
Singapore Airlines operates a daily service to Auckland and Christchurch, while Air New Zealand operates a daily service to Auckland. Singapore Airlines has also announced four times weekly services to New Zealand’s capital, Wellington via Canberra from late September this year.*

* Subject to regulatory approvals

That is, if you are looking for a time to have a new set of perspective. The warmest months start from December to February. Paradise for outdoosy people with summer events filled with concerts and festivals, also races and triathlons throughout the country each weekend. Prepare your sunscreens!

Building on that, put some thick boots on for a hike, which New Zealand is best visited during autumn or fall. Starts in March and ends in May, this particular season is exceptionally stunning with views of leaves on its trees changing colors.

You are probably wondering what winter feels like, for Kiwi*. From June to August, engage in snow sports provided in any ski areas throughout the country. It is also encouraged to try winter hiking, where the trails are quiet and the mountainous backdrop flatter your sight. The hills are alive with the sun warms up and the days are longer, through September until November.


* = nickname for people of New Zealand.

“Ka mate, Ka mate”

Long before winning 12 times in on the Rugby World cup of Sevens, New Zealand first selected its All Blacks Sevens team in 1973 and attended a major international tournament for the first time in 1983 – the famous Hong Kong Sevens. New Zealand has been dominating the Series right from 1999-2000, continuously winning the first six titles. Collectively, New Zealand has won the series 11 times out of the 14 tournaments held so far.

The All Blacks, New Zealand rugby team performs a haka (Maori challenge) before every international match. As it is a generic name for all Maori dance, Haka has been closely associated with New Zealand rugby since an 1888 tour by the “New Zealand Natives” led by Joseph Warbrick. Most haka today are haka taparahi, haka without weapons. This complex dance is an expression of passion, vigor, and identity of the race.

(http://www.allblacks.com)

Fiji
It’s always sunny in Fiji, as it hosts 333 tropical islands in the heart of the South Pacific. With white sandy beaches and glistening open waters, it is the quintessential destination for honeymooners, divers, and families. To simply get away in a state of complete bliss, is what Fiji will give you since you step into Nadi International Airport.

First settled about three and a half thousand years ago, the original inhabitants are now called “Lapita people” after a distinctive type of fine pottery they produced.

Small Islands, Big Providence

Surfing

It is a waste of vacation day when not spend on riding the waves in many beaches of Fiji. Not only is it easy to hire boards or buying equipment, but it is also accessible to have an authentic Fiji surf board designed and hand crafted in the islands, uniting modern technologies with traditional carving. The surfing world called Fiji as the iconic Cloudbreak, along with its waves that breaks into the reef.

Surfing in Fiji

Paddleboard Fiji

When testing the immense wave of Fijian nature isn’t your first choice, why not give a whirl on Paddleboarding? It will be an unforgettable reality, hovering over the calm waters directly from Denarau Marina. Sail through the tranquil waters where you can feel relaxed and testing the water up-to-the-minute.

Paddleboard Fiji

Kiteboard Fiji

Connecting both the power of kite and wind, you get an accordance of a next-level wind sport. For beginners, you will learn in a safe and easy environment in order to fly a kite, ride, even leap over the ever blue sea of Fiji. Head to the Deanaru marina and feel the wind beneath your kite.

Kiteboard Fiji
Rugby

The Flying Fijians proudly represents the country with their emblem that is a palm. As one of the few countries in which rugby is their main sport, the Fiji national rugby sevens team is one of the most popular and successful rugby sevens team in the world. They have also won the Hong Kong Sevens a record twelve times since its inception in 1976. Coincidentally when the Rugby World Cup Sevens held in 1997 and 2005, both are won by Fiji.

(http://www.fijirugby.com/teams/national-7s/fijii-7s/)

The Best Stopover? Take Your Pick

To surf? Year-round but best between the months of April and October when consistent swells as high as 8-10 feet roll in, the surf in Fiji is nothing short of epic. Effective 6 April 2016, Fiji Airways operates twice weekly services between Singapore and Nadi. Fiji Airways’ new Singapore-Nadi services will open up exciting tourism opportunities, where passengers can access the romantic paradise of tropical islands in the South Pacific via Singapore Changi Airport.

South Africa

The Springboks Will Take You by Surprise

Rugby in South Africa is one of the most celebrated sport. Men, women, and children sports The Springbok’s jersey with pride as the revealing colors of green and gold embellished onto it. The Springbok Sevens team, also multiple tournament winners, took the IRB’s World Sevens Series crown for 2008/09. You might want to see how they play, as South Africa is amongst the world’s top rugby playing nations.

(http://www.sarugby.net/saru/about-us)

(http://www.sarugby.co.za/content.aspx?contentid=19255)

Dune Boarding

It is also known as sandboarding, and make certain to bring thick long socks and a peak before surfing the lion-colored sand. Originated in Egypt, this type of “sliding down” is equivalent of three hours in the gym! Talk about great exercise. Locally recorded around mid-1970s in Namibia, dune boarding’s current favorite spot in the country is notably Cape Town and Cape Peninsula.

(http://country.southafrica.net/country/us/en/articles/entry/article-southafrica.net-dune-boarding)
The Bloukrans Bungee

Rocketing off the Bloukrans Bridge, with 216 meters into the gorge right beneath. Located in one of the most scenic parts of the country, this highest commercial bungee jump in the world is one adrenaline pumping activity to date. For you adventure-seekers, this is one of your must-do.

(http://country.southafrica.net/country/us/en/articles/entry/the-bloukrans-bungee-enus)

Shark-cage diving

You might think you need a bigger boat, but beware, these great whites come closer while you are in a cage. Shark-cage diving in South Africa is the splendidly thrilling, as it offers some of the best sites in the world to view sharks in great numbers in their natural habitat. Between you and me, I prefer the boat. Don’t worry though, this activity is strictly controlled and cages are custom-built for safety and durability.

(http://country.southafrica.net/country/us/en/articles/entry/shark-cage-diving)

How to Get to Johannesburg and Cape Town in South Africa

Singapore Airlines operates 7 weekly services to Johannesburg, out of which 4 weekly flights extend onwards to Cape Town. The Rainbow Nation welcomes you with diverse culture and experiences, bringing you closer to nature while juggling with its world-class facilities. You have got to love this adventure capital.

(http://country.southafrica.net/country/us/en/top10/entry/top-10-reasons-to-visit-enus4)

HSBC World Rugby Sevens

First held in 1999-2000 as World Sevens Series, it is later renamed HSBC Sevens World Series as the tournament was sponsored by HSBC, a banking group. Dominating the Series from 1999-2000 was New Zealand with the first six titles continuously. Meanwhile, Fiji won the title in 2005-05 and also 2014-15. Later, South Africa was the winner in 2008-09 along with Samoa winning in 2009-10.

The Sevens Series is actually a Spartan version of rugby union, with each side allowed to have only seven players and the game played on normal field. It only lasted seven to ten minutes each half, making it a short duration. Extremely fast-paced and higher-scoring compared to the 15-a-side format.

(http://www.irbsevens.com)
Now you are in for a conversion kick!

1. To start, wave towards the screen.

2. Once you are in the game, kick the ball as hard as you can!

3. Remember, aim over the crossbar! We’re rooting for you!
#### Lampiran 3 – Destination USA

**USA In-airport Event – Destination Info**

<table>
<thead>
<tr>
<th>Pointers</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Changi’s Connectivity</strong>&lt;br&gt;<em>as at 1 Feb 2016</em></td>
<td><strong>Overall:</strong>&lt;br&gt;As the world’s sixth busiest airport for international traffic, Changi served 55.4 million passengers worldwide in 2015. You can also splurge in at 350 retail stores and 160 F&amp;B outlet situated across three terminals. With over 110 airlines connecting to 330 cities in 80 countries, Changi Airport handles 6,748 flights every week, or about one every 90 seconds. <strong>To the U.S.A.:</strong>&lt;br&gt;Singapore is easily connected to the 3rd largest country in the world! Changi is currently connected to Houston, Washington, New York, Los Angeles, Chicago, Minneapolis and San Francisco via 3 airlines – Delta Airlines, Singapore Airlines and United Airlines. (airline logos)</td>
</tr>
<tr>
<td><strong>2. Overview of the U.S.A.</strong></td>
<td>The proud Star-Spangled Banner has <strong>50 states</strong> covering a vast part of North America, with Alaska in the extreme Northwest and Hawaii extending the nation’s presence into the Pacific Ocean. New York greets you with its global finance and culture center along with US’ capital, Washington DC. There are also Los Angeles, and the Midwestern metropolis Chicago.&lt;br&gt;Each state gives unique experiences to you, from colonial landmarks to theme parks. Even natural wonders and entertainment venues! <strong>Currency:</strong> US Dollar  <strong>National Anthem:</strong> The Star-Spangled Banner  <strong>Total Population:</strong> 319million (64 times that of Singapore)  <strong>Language:</strong> English, Spanish  <strong>Area:</strong> 9.857million square kilometres (13,700 times that of Singapore)</td>
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</table>
| **3. Key US cities to be featured** | **3.1 San Francisco, California**<br>**A. Destination Info:**<br>- Located in the state of California, San Francisco is that one city unlike any other, adept at combining disparate elements to create something new: taking the familiar and marrying it to the unknown; merging people’s expectations to moments of unpredictability; uniting long-held notions with startling innovations.
- Cable cars will be your ride in San Francisco. The world’s last permanently operational manually operated cable car system, in the U.S. sense of a tramway whose cars are pulled along by cables embedded in the street.
- Once called “the bridge that couldn't be built,” today it is one the seven wonders of the modern world. Spanning 1.7 miles from San Francisco to the Marin headlands, the Golden Gate Bridge opened in 1937 after a four-year struggle against relentless winds, fog, rocks and treacherous tides.
- The Golden Gate Bridge is also part of the Golden Gate Park, one of the largest urban parks in the world; it stretches for three miles on the western edge of San Francisco. Its 1,017 acres are a tonic for mind and body with no “Keep off the Grass” signs all the way.
- Two major museums, splendid gardens and facilities for more than 20 sports confirm that this is the “it” playground. Among them are the California Academy of Sciences, the de Young Museum, the San Francisco Botanical Gardens, the Conservatory of Flowers and the Koret Children’s Quarter.
- Its remote look might scare you off but before turning into a federal penitentiary (1934-1963) for Al Capone and George “Machine Gun” Kelly, Alcatraz was the site for the first lighthouse in the Western United States. You can now tour around the cell house of this 80,000-acre Golden Gate National Recreation Area.
- Eat with a view is no fuss for there is Pier 39. Chow down while looking at the postcard view of San Francisco, located in San Francisco’s Fisherman’s Wharf, at Beach Street and The Embarcadero. Parking is conveniently available in the Pier 39 Garage located directly across from the Entrance Plaza.
- Cuisine is one of the key contributing factors of why San Francisco is a city of diversity. It can lay claim to inventing everything from sourdough bread to fortune cookies, so it’s no wonder that some of the nation’s most iconic culinary history originates within San Francisco’s 49 square miles.

B. Other landmarks:
Lombard Street, Union Square, AT&T Park home to the San Francisco Giants, California Academy of Sciences, The Exploratorium, Legion of Honor and the San Francisco Zoo & Gardens

C. Air links:
- Singapore Airlines flies daily via Incheon or 6 times a week via Hong Kong, United Airlines will fly daily non-stop from 1 June 2016

D. Images:
- https://app.box.com/s/qxuyy8p68qafzg0b158o7btv44duohg0

3.2 Los Angeles, California

A. Destination Info:
- Primarily a desert basin surrounded by the San Gabriel Mountain range, Los Angeles is also divided by the Santa Monica Mountains. Its county has 75 miles of coastline and altitudes ranging from 9 feet below sea level at Wilmington to 10,080 feet above sea level atop Mt. San Antonio. Rivers including the Los Angeles, Rio Hondo, San Gabriel and Santa Clara rivers.
- Los Angeles is the city that keeps you guessing, even frequent visitors and longtime residents always discover something new in this exciting metropolis.
- Awaiting in the City of Angels this year are new Museums and Exhibits. The Broad which opened on Grand Avenue in Downtown in September 2015 had its inaugural exhibition entirely focused on the renowned contemporary art collection of Eli and Edythe Broad.
- The Los Angeles County Museum of Art has been contributing to collect history and geography, in addition to representing L.A.’s uniquely diverse population.
- The Hammer Museum in Westwood; Huntington Library, Art Collections and Botanical Gardens in San Marino; the Wende Museum and Archive of the Cold War and the Italian American Museum of Los Angeles are just a few of the city’s renowned museums.
- Universal Studios Hollywood has just revived its Upper Lot with “Fast & Furious – Supercharged”; a dynamic hydraulic-motion based ride and “Springfield” capturing the spirit of the hometown of America’s
favorite family – the Simpsons. “The Wizarding World of Harry Potter” will also be launched in 2016.
- Every year, Los Angeles welcomes the biggest names in music and is home to the Hollywood Bowl and Greek Theatre, Walk Disney Concert Hall and the STAPLES Centre at L.A. Live.
- Highlights of L.A.’s multicultural events include Chinese New Year celebrations in February, the annual Fiesta Broadway in Downtown L.A., and the Nisei Week Japanese Festival in Little Tokyo. The BET Experience is a three-day weekend event at L.A. LIVE featuring a celebration of music, entertainment and culture. The Halloween Costume Carnaval is also the largest Halloween street party in the world.
- Of course, skate or parade in LA is no problem! With numerous outdoor ice skating rinks, the Hollywood Christmas Parade and the L.A. County Holiday Celebration.
- Only for 12 days in January and July, you can enjoy lobster tacos and ceviche along the coast to osso bucco and bruschetta in Downtown. dineLA’s Restaurant Week is the perfect opportunity to explore L.A.’s diverse neighborhoods, cuisines and dining experiences!

B. Other Landmarks:
- Hollywood Walk of Fame, Hollywood Sign, Disneyland, Griffith Observatory, Santa Monica Pier

C. Air links:
- Singapore Airlines flies daily via Tokyo Narita

D. Images:
- [https://app.box.com/s/lc85m42y8wf4dxmlvff87vmih3h9twrz](https://app.box.com/s/lc85m42y8wf4dxmlvff87vmih3h9twrz)

### 3.3 New York, New York

A. Destination Info:
- You just have to say it twice to the most populous city in USA. Five boroughs at your disposal: the Bronx, Brooklyn, Manhattan, Queens and Staten Island for you to experience. Broadway shows, outdoor movies or concerts, tours of museums and historical attractions, and cuisines to taste.
- What’s new with Staten Island Ferry Service? Since October 2015, it was expanded to run every 30
minutes, 7 days a week, between St George Ferry Terminal in Staten Island and Whitehall Ferry Terminal in Lower Manhattan. Per year, it moves 22 million people, and offers unbeatable views of the Lower Manhattan skyline, the New York Harbor, the Statue of Liberty and Ellis Island.

- Never been on a parade? Macy’s Thanksgiving Day Parade has the best of New York’s larger-than-life floats. There are glimmering lights adorning the Rockefeller Center Christmas Tree that’s rather romantic. Also, new holiday performances at Harlem’s iconic Apollo Theater and the annual return of a beloved family favorite, the New York Botanical Garden’s Holiday Train Show in the Bronx.

- Spread your holiday cheer through all five boroughs, with Historic Richmond Town’s Candlelight Tours in Staten Island, Wave Hill’s Holiday Workshop Weekend in the Bronx, the New York Hall of Science’s Gingerbread Lane in Queens and the Annual Menorah Lighting outside Brooklyn Borough Hall.

- The annual ball drop attracts a million people each year to the Crossroads of the World, as the year comes to a close with one of the world’s largest outdoor celebrations – New Year’s Eve in Times Square. It’s filled with tons of confetti, celebrity performances and an unforgettable countdown to the New Year.

B. Other Landmarks:
- Broadway, Hudson River, Central Park, Empire State Building, Grand Central Terminal, American Museum of Natural History, Radio City Music Hall, Brooklyn Bridge

C. Air links:
- Singapore Airlines flies daily via Frankfurt to New York’s John F. Kennedy Airport

D. Images:
- [https://app.box.com/s/1egtkcrauldxyffmfyjers62g86u22](https://app.box.com/s/1egtkcrauldxyffmfyjers62g86u22)

### 3.4 Houston, Texas

A. Destination Info:
- World-class dining, arts, hotels, shopping and nightlife? Look no further than America’s 4th largest city, Houston. Grab a bite in one of dozens of award-
<table>
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<th>3.5 Chicago, Illinois</th>
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<tr>
<td><strong>A. Destination Info:</strong></td>
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<tr>
<td>- Chicago is an urban playground and sightseeing options range from Chicago icons – such as Millennium Park’s Cloud Gate, Grant Park’s Buckingham Fountain and Navy Pier’s Ferris wheel – to fascinating history and architecture tours.</td>
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<tr>
<td>- With several of the world’s tallest buildings located here, Chicago is a canvas for America’s greatest architects including Frank Lloyd Wright, Daniel Burnham and Louis Sullivan.</td>
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<tr>
<td>- Chicago centers more than 40 museums and a dedicated Museum Campus. It is also home to The Field Museum, Shedd Aquarium and Adler Planetarium. The Art Institute of Chicago with its permanent collections of 300,000 works; and Museum</td>
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<tr>
<th><strong>B. Other Landmarks:</strong></th>
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<tr>
<td>- Children’s Museum of Houston, Minute Maid Park, Houston Museum of Natural Science, Houston Zoo, Kemah Boardwalk</td>
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<th><strong>C. Air links:</strong></th>
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<tr>
<td>- Singapore Airlines flies 5 times weekly via Moscow</td>
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<th><strong>D. Images:</strong></th>
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<td>- <a href="https://app.box.com/s/f9mq5phipy3mzoeuv0hf212sqahu829">https://app.box.com/s/f9mq5phipy3mzoeuv0hf212sqahu829</a></td>
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</table>
of Science and Industry, the largest in the Western Hemisphere.
- As the only U.S. city with five regional Tony Award-winning theaters (Goodman Theatre, Chicago Shakespeare Theater, Lookingglass Theatre, Victory Gardens Theater and Steppenwolf Theatre), Chicago’s theater scene takes center stage. Between the Downtown Theater District, Broadway in Chicago and local storefront productions in nearly every neighborhood, you can catch shows at over 200 theaters in the city, in addition to enjoying performances from esteemed companies such as Joffrey Ballet, Lyric Opera and Chicago Symphony Orchestra.
- Blues, Jazz, Rock, Classical – you’ll find every genre at live music clubs and outdoor events like Millennium Park concerts, Lollapalooza and the Chicago Blues Festival. For nightlife, head to the many cocktail lounges, sports bars or dance clubs that dot the entertainment landscape. Or get tickets to legendary comedy club The Second City.

B. Other Landmarks:
- Shedd Aquarium, Willis Tower, Navy Pier, Lincoln Park Zoo, Wrigley Field, John Hancock Center, Chicago Children’s Museum

C. Air links:
- United Airlines flies daily via Hong Kong

D. Images:
- [https://app.box.com/s/5pprw0r4uj36o5yrqwnhlwgv1nan80ss](https://app.box.com/s/5pprw0r4uj36o5yrqwnhlwgv1nan80ss)

### 3.6 Seattle, Washington

A. Destination Info:
- You sure will be sleepless in Seattle as it is known worldwide for its stunning setting and urban sophistication. Surprised first-time visitors also find a rich array of family attractions that make for an ideal getaway.
- In the heart of downtown Seattle, the Pike Place Market is the oldest continuously operated farmers market in North America. Here you will find the world-famous low-flying salmon, loads of colorful produce
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<th>A. Destination Info:</th>
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<tr>
<td>- Imagine a city where you can step out of your hotel and into a kayak. Where you can watch a ball game at one of the best stadiums in America (Target Field), then take in a touring Broadway Show. That’s Minneapolis for ‘ya!</td>
</tr>
<tr>
<td>- Uptown is the coolest neighborhood in Minneapolis, hipsters agrees. Lining the streets are fashion shops, stands, arts and crafts, collectibles and affordable bites to fit big and small appetites.</td>
</tr>
<tr>
<td>- Seattle’s diverse population of Chinese, Filipinos, Japanese, Vietnamese and Southeast Asians is compressed into a 44-block Chinatown-International District. Witness blends of culture, history, and commerce with the help of Chinatown Discovery Tours which offers guided walks. Head to Fifth &amp; Weller, and don’t miss Uwajimaya.</td>
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<tr>
<td>- The crown jewel of Seattle’s attractions is the Seattle Center, the 74-acre legacy of the 1962 World’s Fair. This needle is not in any haystack, it is the 605-foot Space Needle as the city’s iconic landmark. You can enjoy a 360-degree view of the city and Puget Sound, back-dropped by the snowcapped Cascade Range to the east and the Olympic Mountains to the west.</td>
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<tr>
<td>- Drive 2 hours in Seattle? You get 3 national parks along the way. Mount Rainier National Park features the snow-capped 14,411-foot mountain which backdrops the city’s skyline. The Olympic National Park features the only temperate rain forests in the continental U.S. and the North Cascades National Park offers winter downhill and cross-country skiing and summer hiking amid stunning views of jagged peaks and glacial lakes.</td>
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B. Other Landmarks:
- Experience Music Project Museum, Woodland Park Zoo, Museum of Flight, Ballard Locks, Chihuly Garden and Glass

C. Air links:
- NA

D. Images:
- [https://app.box.com/s/oxltz4fc5qg89rmmtey3qe1sfrmerkb7d](https://app.box.com/s/oxltz4fc5qg89rmmtey3qe1sfrmerkb7d)
Arcades, bike shops, underground restaurants and record stores. Electric nightlife amplifies from rooftop parties at Stella’s and the Cafetaria.

- Like Janus, renowned architect Frank Gehry designed the Weisman Art Museum to have two faces. A brick façade blends with sandstone building in one side from the campus, while the museum side is filled with curved and angular brushed-steel sheets.
- Minneapolis love to cycle, proven with its miles of beautiful trails, bike lanes on most streets and Nice Ride bike-rentals stations scattered around the city. Cycle 30 minutes or less on a Nice Ride and it’s free!

B. Other Landmarks:
- Minneapolis Institute of Art, Walker Art Center, Mill City Museum, Minnehaha Park, Lake Calhoun, Minneapolis Sculpture Garden, Mississippi River

C. Air links:
- Delta Airlines flies daily via Tokyo Narita

D. Images:

3.8 Washington, D.C.

A. Destination Info:
- Walk beneath the petals at The National Cherry Blossom Festival, fly a kite at the National Mall, and catch the Southwest Waterfront Fireworks Festival. Only on D.C.
- Throughout May, there are also “rolling” an egg on the White House Lawn; having a ball at the Washington Nationals home opener against the Mets; and touring 60-plus embassies during Passport DC.
- “A modern-day Rockefeller Center”, New York Times called it. CityCenter DC opened its first out of three phases under a $700 million mixed-use development, the 10-acre development will welcome luxury retail and restaurants like Momofuku and Milk Bar.
- In 2016, the National Park Services celebrates its centennial and the National Gallery of Art turns 75. The Smithsonian Institution will open its last museum on the National Mall: The National Museum of African American History and Culture.

B. Other Landmarks:
### 3.9 Portland, Oregon

<table>
<thead>
<tr>
<th>A. Destination Info</th>
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<tr>
<td>- Portland – a city that’s always been a little bit different. In fact, one of the city’s unofficial mottos, displayed on a large mural near the famous 24-hr Voodoo Doughnut, is “Keep Portland Weird”. Explore what sets Portland apart!</td>
</tr>
<tr>
<td>- Begins with hundreds of food carts run by independent owners/chefs. That’s just the tip of the iceberg: Portland also has more craft breweries than any other city on earth. Balance it all out with a hike or walking tours through the country’s urban forests, minutes from downtown.</td>
</tr>
<tr>
<td>- Perfectly normal and sometimes taken for granted by locals, the idea of not paying for taxes. It makes the indie boutiques and big brands all the more affordable. All over Portland intrigues you: shops, attractions, eateries, and its welcoming diverse people.</td>
</tr>
<tr>
<td>- Fun and unexpected? Portland has it! Gardens, museums, even retailers of doughnuts and books. Built by artisans from Portland’s sister city of Suzhou, Lan Su Chinese Garden is an authentic Ming Dynasty-style garden with covered walkways, bridges, pavilions and a richly planted landscape framing a picturesque lake.</td>
</tr>
<tr>
<td>- In the heart of downtown’s cultural district, The Portland Art Museum is internationally known for its extensive collections of Native American Art, modern art, and special exhibitions.</td>
</tr>
<tr>
<td>- Travel around the world in a sunny afternoon at the Oregon Zoo. Observe more than 2,000 animals around</td>
</tr>
</tbody>
</table>
the globe, including Lily, the youngest out of a herd of eight Asian elephant.

- Queueing is tiresome, but it pays off if Voodoo Doughnut is at the end of the line. Its wacky creations with toppings like bacon, Cap’n Crunch and Oreos shakes the nightlife in the popular Old Town district. Doughnuts to nibble and books to read is perfect, better visit Powell’s City of Books: it is a microcosm of Portland, packed with smart and eclectic offerings, passionate people and, naturally, its own coffee shop.

B. Other Landmarks:

- Old Port, Casco Bay, Victoria Museum, Children’s Museum & Theatre of Maine, Eastern Promenade, Portland Observatory, Maine Narrow Gauge Railroad Museum, Peaks Island, Palace Playland

C. Air links:

- NA

D. Images:

- https://app.box.com/s/sceopazjfk16mgfzvwzlfxi5ec86j7m

### 3.10 State of Alaska

A. Destination Info:

- With awe-inspiring scenic beauty, enormous ice-age glaciers and abundant wildlife, Alaska is like nowhere else on earth. You’ll find a wide variety of activities in Alaska, everything from the mild to the wild. Whatever you do, traveling in Alaska is just plain fun.

- Wildlife to see, Alaska is the place to be. Gathered bald eagles in the sky or salmon spawn in its rivers. A guided tour through its national park or wildlife refuge will take you to see moose and caribou or a boat tour to see otters, whales and porpoises.


- Different backdrops to soothe your eyes, all 17 national parks of it. From mountain ranges and volcanoes to wild rivers and vast tundra. Visit Wrangell-St. Elias, our country’s largest national park,
| and see the best remaining example of a 20th century copper mining town. |
| - Alaska’s mountains are sculpted by rivers of ice. Take cruises around Glacier Bay, Kenai Fjords and Prince William Sound and witness its dramatic mountain scenery and tidewater glaciers. |
| - Flying is a way of life in Alaska and a trip would not be complete without it. Get a bird’s eye view of this great land as you circle around majestic Mt. McKinley, take a floatplane to a wilderness lodge or land on a glacier in a helicopter. |
| B. Other Landmarks: |
| - Natural landmarks include Aniakchak Crater, Arrigetch Peaks, Bogoslof Island, Clarence Rhode National Wildlife Range, Iliamna Volcano, Lake George, Malaspina Glacier |
| C. Air links: |
| - NA |
| D. Images: |
| - https://app.box.com/s/l6sob3i1eyoc1e5cycbuvud6b0qjipt55 |

### 3.11 Denver, Colorado

| A. Destination Info: |
| - Vibrant city at the base of the Rocky Mountains. Denver, Colorado combines its rich Western heritage and passion for the outdoors with urban excitement. The Mile High City with its 300 annual days of sunshine. |
| - Walk the walk in the city’s downtown and see chef-owned restaurants, brewpubs, professional sports, shopping, family attractions, arts and culture. Talk the talk with the locals and their laid-back, positive, welcoming spirit. |
| - Denver is the premier gateway to the best of the Rocky Mountain West’s national parks including Mesa Verde, one of four national parks in Colorado, as well as Yellowstone in Wyoming and the Canyonlands in Utah. |
| - Denver will give you museums for the past (the Denver Museum of Nature & Science) and the future (Space Odyssey). It will also give you performance that last a lifetime (the Denver Performing Arts Complex). |
Denver will tell you past stories through people and places (History Colorado Center). It will offer you arts to admire (Denver Art Museum and Clyfford Still Museum). Denver also has a lush oasis in the middle of the city (Denver Botanical Gardens).

- The backyard? The Rocky Mountains. It offers outdoor adventures, spectacular beauty and Old West history just a short drive from Denver. The Red Rocks Park and Amphitheatre is loved for the hikes and concerts under the sky. You can head to Coors Brewery at nearby Golden and get a pint.

- Rocky Mountain National Park, just 114 kilometers from Denver, features amazing wildlife, hiking trails and spectacular vistas. Mount Evans Scenic Byway (96 kilometers from Denver) is the highest paved road in North America, winding its way to a 4,346-meter summit. And come winter, Denver is the gateway to the world’s best skiing and snow sports.

B. Other Landmarks:

C. Air links:
- NA

D. Images:
- https://app.box.com/s/vbk2a5jbicgqtid1dsmhlmbwutfgnohc2
<table>
<thead>
<tr>
<th>City</th>
<th>Fun Facts from the cities to be featured</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td>- Sealth was a chief of the Suquamish tribe at the time of the first settlers arrived in 1851. Seattle got its name derived from his. (<a href="http://www.visitseattle.org/press/press-kit/seattle-facts/">http://www.visitseattle.org/press/press-kit/seattle-facts/</a>)&lt;br&gt;- The very first cuppa Starbucks is here in Seattle! While the Pike Place Market Starbucks is not the first, it surely is the oldest. (<a href="http://www.movoto.com/guide/seattle-wa/seattle-facts/">http://www.movoto.com/guide/seattle-wa/seattle-facts/</a>)&lt;br&gt;- The “Fists of Fury” himself, Bruce Lee is buried in Lakeside Cemetery. His son, Brandon Lee buried beside him.&lt;br&gt;- Get yourself in a sticky situation at the Post Alley Gum Wall. A wall completely covered in chewed gum, just under the Pike Place Market on Lower Post Alley. Stick a gum in it!&lt;br&gt;- “It’s not a plane, it’s the Great Blue Heron!” This bird is designated by the City Council as the official City Bird in 2003. Votes gathered from nature centers, city parks, and school classrooms and found the Heron defeated its nearest rival, the common Crow.&lt;br&gt;- Get out of your hotel and smell the Dahlias, for it is the City’s official flower since 1913. The “Water Cane” flower is cultivated in suitable quantities in City parks by the Park Board of the City.&lt;br&gt;- Seattle has had sister cities with Southeast Asian countries such as Cebu, Philippines (1991); Haiphong, Vietnam (1996); Sihanoukville, Cambodia (1999); and Surabaya, Indonesia (1992).&lt;br&gt;- “The building is tall with this one.” Locals nicknamed it the “Darth Vader” building, it’s the Columbia Center! At 76 stories and 937 feet, it is Seattle’s tallest building.</td>
</tr>
<tr>
<td>Denver</td>
<td>- At an elevation of 5,280 feet, Denver is nicknamed the &quot;Mile High City&quot; because it sits exactly one mile above sea level.&lt;br&gt;- The world’s largest flat-top mountain is “Grand Mesa” in western Colorado.&lt;br&gt;- Colorado's southwest corner borders Arizona, New Mexico and Utah the only place in America where the corners of four states meet.&lt;br&gt;- The first permanent structure in Denver is not a bank, or a hospital—it’s a saloon!&lt;br&gt;- You can tell a coin is made in Denver by the D mark, for the Denver Mint is the largest producers of coins in the world!&lt;br&gt;- It’s gold-plated! The dome of the Colorado state capitol is plated with real 24k gold.</td>
</tr>
</tbody>
</table>
- In 1893, while on top of nearby Pikes Peak, Katharine Lee Bates was inspired to write the words to "America the Beautiful."
- “Mike the Headless Chicken Day” is celebrated among the town folk of Fruita. In an anticipation for a chicken dinner in 1945, a farmer named L.A Olsen cut off Mike’s head, and the chicken lived four years without it.
- Colorado’s geological symbols is a splitting image of the national flag’s colors! Red for rhodochrosite, white for yule marble, and blue for aquamarine.

<table>
<thead>
<tr>
<th>Los Angeles</th>
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<tbody>
<tr>
<td>- LA owns a long name before it is called the City of Angels: El Pueblo de Nuestra Senora la Reina de los Angeles sobre el Rio Porciuncula (the town of our lady the queen of angels on the Porciuncula River).</td>
</tr>
<tr>
<td>- Adopted in 1931, flag features the city seal centered on three panels (left to right): green symbolizing olive trees, yellow symbolizing orange groves, and red symbolizing grape vineyards. <a href="http://www.encyclopedia.com/topic/Los_Angeles.aspx">http://www.encyclopedia.com/topic/Los_Angeles.aspx</a></td>
</tr>
<tr>
<td>- Suit up! But wait, it is considered breaking the law to sport a baggy suit in LA. The law in enforced since the zoot suit riot in 1943.</td>
</tr>
<tr>
<td>- LA is one of only two U.S cities without a majority population. People from 140 countries, speaking approximately 86 different languages, currently call Los Angeles home. (<a href="http://www.census.gov/quickfacts/CA01001US">U.S. Census Bureau – State and County QuickFacts</a>)</td>
</tr>
<tr>
<td>- A drink called The Shirley Temple is invented in this City of Angels.</td>
</tr>
<tr>
<td>- That Hollywood sign you always see in movies? It is only a partial of the original, Hollywoodland.</td>
</tr>
<tr>
<td>- You imagine LA would be crowded with people, think again. There are more automobiles than people, it takes up about 24% of the city’s total ground area.</td>
</tr>
<tr>
<td>- The Gerry Museum hire goats each spring to eat away at brush around the hills of the building. Talk about mutual benefits.</td>
</tr>
</tbody>
</table>
Lampiran 5 – Transcreation Alvin Jo

Alvin Jo

‘designing for the soul’

‘less is more’, Mies van der Rohe


Karirnya sebagai desainer interior mulai terbentuk sejak pelatihan akademis melalui banyaknya kolaborasi dengan para arsitek, desainer grafis, dan desainer produk. Dalam perjalanan karir, ia telah menyelesaikan beberapa proyek yang meliputi desain produk, perumahan swasta, perkantoran, apartemen, komersil serta perhotelan. Gaya desainnya pun menerapkan peralihan halus antara arsitektur dan desain interior, dikombinasikan dengan cara desain tata ruang yang senantiasa menelusuri esensi.

Filosofi desainnya melibatkan penggunaan geometri yang murni, komposisi yang terhubung dengan indera peraba menghasilkan desain yang jernih dan abadi. Menyambangi seluruh aspek, tanpa membahayakan nilai dari detil-detil yang ada. Menghargai konteks dan tradisi sebagai hal yang utama dalam menelusuri esensi ruang, materi, dan cahaya menemukan integritas pemiliknya.

Fungsi, daya tahan, kenyamanan, dan kerendahan hati adalah komponen utama dari karyanya.

Perjalanan:

2014 – saat ini (cakupan pekerjaan – Interior Arsitektur)

INPP OFFICE AT CENTENNIAL TOWER (INDONESIAN PARADISE GROUP) - JAKARTA, Indonesia
CORNERSTONE OFFICE AT THE PLAZA INDONESIA TOWER - JAKARTA, Indonesia
SUGARUSH CAFÉ - BANDUNG, Indonesia
Chancery Lane Bangalore -Singapura; berkolaborasi dengan (Arsitek) Bedmar & Shi Design Consultant
GOODWOOD PARK Hotel -Singapura; berkolaborasi dengan (Arsitek) Bedmar & Shi Design Consultant
Mr. /Mrs. Jain Bangalore - PUNE, India; berkolaborasi dengan (Arsitek) Bedmar & Shi Design Consultant
KARANG SAUJANA PRIVATE VILLAS - BALI, Indonesia; berkolaborasi dengan (Arsitek)
Bedmar & Shi Design Consultant
7B Bishops gate -A&A - penambahan dan perubahan pada Arsitektur dan Interior Arsitektur - Singapura
8C Bishops gate - Singapura; perubahan minor pada Interior
SCOOTER HOUSE DJAKARTA (SHD) SHOWROOM - JAKARTA, Indonesia
JATIM TUBAN HOUSE -Arsitektur, Jawa Timur, Indonesia
Rochester Park Lobby and drop Off -A&A - penambahan dan perubahan pada Arsitektur dan Interior Arsitektur - Singapura
BOTANIKA CONDOMINIUM (1 unit) - JAKARTA, Indonesia
GRANDEUR 8 CONDOMINIUM (1 unit) AT ANG MO KIO - Singapura
TIAN LONG RETAIL - JAKARTA, Indonesia
UMALAS RESIDENCE - BALI, Indonesia
MUSE SHOWROOM - BALI, Indonesia
F&N OFFICE SPACE PLANNING - Singapura
1 MOLT ROAD HORIZON CONDOMINIUM (1 Unit) - Singapura
MARTIN PLACE CONDOMINIUM (1 unit) - Singapura
TRILLIUM CONDOMINIUM (1 unit) - Singapura
LE SIGNATURE RESTAURANT - JAKARTA, Indonesia
BOON KENG APARTMENT (1 unit) - Singapura

2013 - 2014 (BEDMAR & SHI CONSULTANT) - Gelar: Senior Designer
D DECOR OFFICE - MUMBAI, India
PERSIARAN BUKIT TUNKU BANGALORE - KUALA LUMPUR, Malaysia
46 NASSIM ROAD BANGALORE - Singapura
LUNG TIN TSUEN CLUBHOUSE - Hong Kong
KARANG SAUJANA - BALI, Indonesia

2009 - 2013 (SCDA ARCHITECT) - Gelar: Senior Designer
RANG MAHAL RESTAURANT @ PAN PACIFIC - Singapura
7A BISHOPEGATE - Singapura
BOTANICA CONDOMINIUM (1 unit) - Singapura
MARYLAND DRIVE WINE CELLAR - KAMAR TAMU DAN RUANG BELAJAR - Singapura
NATIONAL DESIGN CENTER - Singapura
ANGULIA PARK LOBBY - Singapura
THE MARQ DEVELOPMENT (TERLIBAT DALAM FIXED ID) - Singapura
NASSIM PARK DEVELOPMENT (TERLIBAT DALAM FIXED ID) - Singapura
IREO DEVELOPMENT - India
GURGAON - India
KERATON LOBBY AND PENTHOUSE - JAKARTA, Indonesia
SCOTTS HIGH PARK CONDOMINIUM (1 unit) - Singapura
SOORI HIGHLINE - New York

2006 - 2009 (METAPHOR STUDIO) - Gelar: Senior Designer
ANG MO KIO HDB APARTMEN (1 unit) - Singapura
SERANGOON HDB APARTMEN (1 unit) - Singapura
VALLEY PARK CONDOMINIUM (1 unit) - Singapura
JALAN LOKAM - Singapura
CLEMENTI HDB APARTMEN (1 unit) - Singapura
Lampiran 6 – AirAsia Campaign

SOCIAL MEDIA CAMPAIGN OUTLINE
- Pre-Campaign hype – Weeks 1-2
- Campaign Content – Weeks 3-9
- Activity Voting – Weeks 10-11
- Finite (The trip) – Week 12
**Lampiran 7 – Animation Short**

Ten situations:

- **Designer:** The client kept a design on hold, saying that that one part in the design is either too big or too small. Finally when both agree with the right size, it’s late past working hours.

- **Account:** When a project is nearing the deadline, the account would hover over the designer watching its every move making sure it’s finished on time with no complaint from the client.

- **Designer rarely works with microsoft word and having problems with it while copywriter laughed. Then copywriter had to adjust some of the works into an adobe illustrator and failed miserably until designer helps.**

- **The sales’ friend is always jealous at sales because it always dresses comfortably to work, as oppose to wearing uniforms or other formal wear.**

- **Boss got a project and needed a presentation to pitch. Designer made one but it’s only filled with colorful patterns with no words, then copywriter added some word into it and the boss was ecstatic.**

- **Copywriter sat on its desk, having a copywriter’s block. It looked around and saw everyone is busy with their own job (designer busy drawing things; account busy on the phone; sales’ busy with a conference call maybe) looking for an inspiration, it decided to frantically do stuff that annoy others.**

- **Account is looking forward for the weekend then sales, designer, and copywriter agrees. Then boss message it multiple times with loads of files to download saying that account has to work overtime. Account looks above into the sky and wails in despair.**

- **It is sales’ first day. Expected to be a people person, it met the boss first. The boss gave it some obnoxious rules. (Like saluting when met designer; tipping a fedora hat when sitting next to account; etc) Office gossip is always inevitable, and it’s a public secret surrounding the office.**

- **There are always an unexpected buffet during lunch, usually it’s someone’s birthday or someone’s farewell party.**

Sales is associated with a chameleon-like body but somehow always wear sweaters and jeans. It is always crawls in the wall like a gecko when entering a room. When angered, its tail would turn red while its hands would turn into fists. When happy would smile with its mouth wide open, revealing its snake-like tongue. Pay attention to this example: https://www.youtube.com/watch?v=kZKZxpw8PG0

Boss is associated with a human body yet owl head. Since owls are related with wisdom, leader-like personality. This boss can turn its head 360 degrees like an actual owl when in a social situation. Its pupil would dilate when surprised.
### Lampiran 8 – Seafu Media Content

<table>
<thead>
<tr>
<th>Date</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Friday</strong> 1 April ‘16</td>
<td>(CTA) Meet Bob. Unlike your tummy, Bob doesn’t growl when he’s hungry. Stop tummy growling with Bob for only $40/-. Visual: The Seafu lobster saying “Yum yum for your tum tum”</td>
</tr>
<tr>
<td><strong>Saturday</strong> 2 April ‘16</td>
<td>Repeat CTA from 1&lt;sup&gt;st&lt;/sup&gt; April 2016 on Facebook.</td>
</tr>
<tr>
<td><strong>Monday</strong> 4 April ‘16</td>
<td>(Trivia) You know what's loud, noisy, and snappy? Prawns. They’re just like aunties on the bus that spend all day talking or stunning their prey.</td>
</tr>
<tr>
<td><strong>Thursday</strong> 7 April ‘16</td>
<td>(CTA) #doyouknow you can’t hum while breathing out? You can, however, eat lobsters while chomping on spam fries. Don’t believe us? Try both and see.</td>
</tr>
<tr>
<td>5 &amp; 8 April ‘16</td>
<td>Repeat from 4 and 7&lt;sup&gt;th&lt;/sup&gt; April 2016 on Instagram</td>
</tr>
<tr>
<td>Date</td>
<td>Text</td>
</tr>
<tr>
<td>--------------</td>
<td>----------------------------------------------------------------------</td>
</tr>
<tr>
<td>Monday 11 April ‘16</td>
<td>(Trivia) I don't always move sideways but when I do, I'm in a hurry. Visual copy: “the most interesting man in the world” meme replaced by crab’s head</td>
</tr>
<tr>
<td>Thursday 14 April ‘16</td>
<td>(CTA) It’s not a pot of gold waiting for you at the end of a rainbow, it is spam. Which is infinitely better than a pot of anything else.</td>
</tr>
<tr>
<td>12 &amp; 15th April ‘16</td>
<td>Repeat from 11 and 14th April on Instagram</td>
</tr>
<tr>
<td>Monday 25 April ‘16</td>
<td>(Trivia) Mussel shells are sometimes used to make buttons. So not only do they fill your tummy up, they also keep your shirt from exploding from all the tummy filling. How thoughtful. #themoreyouknow</td>
</tr>
</tbody>
</table>

Original Posts goes to Facebook
Lampiran 9 – Ministry of Health Company Brochure

Health Research Endowment Fund

The NNI HREF is dedicated to receive contributions and donations for the provision of healthcare services. The NNI HREF supports activities and programs promoting advancement of neuroscience in Singapore, added by clinicians within the region who are also leading educators in the field of neuroscience.

By extending your hand to the research endowment fund, you can help improving patient’s outcome. Also, it is done in order for our people to enjoy more qualified, more productive, and healthier life.

OBJECTIVES

NNI HREF aims higher development of medical research, as well as promotion and provision of health-related services in Singapore.

VISION/MISSION

To further achieving the objectives by focusing on development of programs of medical education and research.

GOVERNANCE OF HEALTH RESEARCH ENDOWMENT FUND (HREF)

NNI HREF is an approved member under the Health Endowment Fund of the Ministry of Health (MOH) as it shall operate in accordance with the Charities Act and its regulations. NNI will ensure proper and careful utilization of its HREF along with all application for the use of such funds must have proper authorization and approval.

Health Endowment Fund

The Fund is established to receive donations from the public, commercial, and industrial organization, alongside foundations and other well-wishers. It is formed for promotion, development, and provision beneficial for Singapore community. Funding include (but not limited to) provision and organization:

- Programs for the progression of continued medical, nursing, paramedical, and related education and training;
- Publication or research findings, education journals, reports, magazines, books, etc;
- Provision and improvement of equipment, facilities, consumables, manpower, and other operating expenditures for research and development;
- Holding or sponsoring of conferences, seminars, exhibitions, etc;
- Provision of funded care to patients determined to be in need of financial assistance; and
- Other projects approved by the Board of Trustees in line with Fund’s purposes.

VISION/MISSION

To continue focusing on development of programs. Building on that, for the furtherance of continued medical research and provision of funded care to patients assessed to be in need of financial assistance.
Lampiran 10 – Carpark Promotion Changi Airport

meal-time stopover

hub of a movable feast

dine for the long-haul
Lampiran 11 – ChangiXIndonesia Campaign

#ChangiPunyaseriMua

Rationale: This campaign highlighted the parts of living in Changi, point out to the activities to do in Changi, also encourage Changi fans visiting Changi before it is all Connect the following and related this to fan media. Relate to home, Changi airport sees family by maybe cheer, missing, to do all the things in the advertisement.

#Saharatchangi

Rationale: Connecting to all part of spread until its to the one of Indonesia most noticeable fact is who the governor to every social confirmations asked to adults. Where to marry when to have jobs, when to graduate, when to have a child, all answered with a smile.

Changi Airport provides the necessary facilities for Indonesia to avoid being asked such personal questions.

#Laughtendekatan

Rationale: Rough translated to “Proximity, near you” embodies the fact that Changi in Indonesia’s neighbor. Neighbors often provide what needed, with show off good person next to your home, to show the message of the campaign and what Changi Airport is in Indonesia.

Rationale: These thoughts are based on the key aspects of the campaign.

Nangis(Emote)

Rationale: Whenever Indonesia visit to a small glimpse of Singapore like Changi Airport, sometimes they only need to reassure themselves that they’re Indonesia, according their own unique opportunities since. That all the time achievement of Changi Airport will be represented, helping them reassure that they’re Indonesia.