

CARLSON WHITE
special event managers



s c i e n c e & s e n s e

Carlson White was formed in 1994 with the aim of becoming the premier event management company in Malaysia, as well as in the Asia-Pacific region.

Since then, we have staged hundreds of high-profile signature events that showcased painstaking planning processes, superior production quality, and an inimitable brand of creativity.

Today, Carlson White has established a well-deserved reputation for setting award-winning standards. After all, defying human imagination is our forte. And leaving long-lasting impressions is our speciality.

"Great breakthroughs happen because people said it was impossible."

- Michael Gomez, CEO Carlson White



The cover depicts a wayang kulit– a centuries-old form of "shadow play" using shadows cast by intricately carved puppets in relaying mythical parables of good versus evil based on Malay folklore.

Behind the screen backlit by a flickering oil lamp, the puppet master weaves his tale, bringing to life the shadow play through an array of skills: manoeuvring the puppets with both hands, singing and tapping a rattle with his foot, and varying the tone of his voice accordingly to suit the various characters.

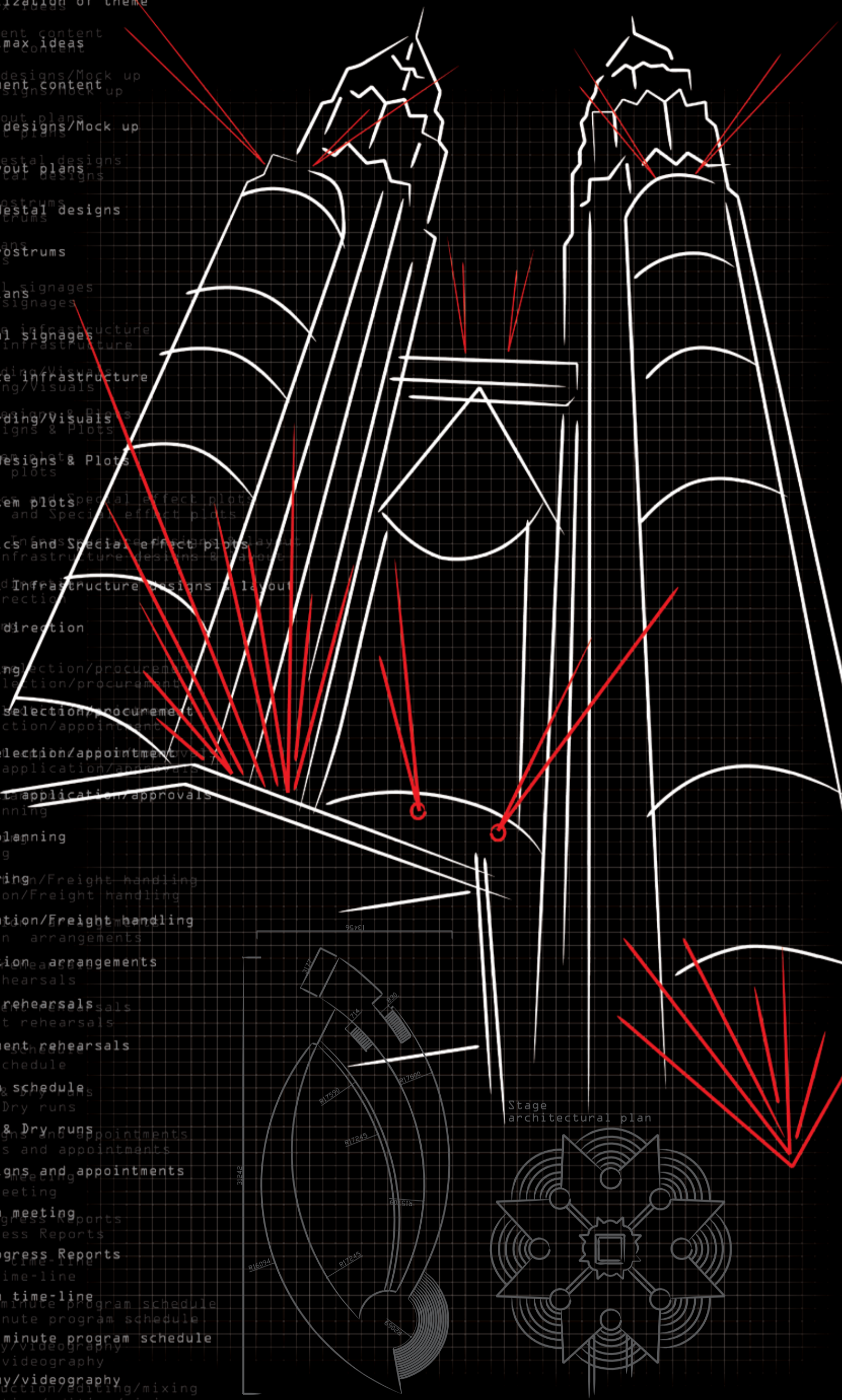
Indeed, like wayang kulit, the science of event management also entails a cocktail of expertise, knowledge and skills. All working in synergy towards achieving the ultimate goal of evoking a sense of awe, of wonderment, in the audience.



INVENTING
 art through science,
 inspiring awe through art.

We deploy sophisticated techniques and
 technology to create outstanding performances
 that make the audience go WOW!

- Client briefing
- Creative brainstorming
- Site survey
- Creative brainstorming
- Conceptualization of theme
- Creative brainstorming
- Launch climax ideas
- Conceptualization of theme
- Entertainment content
- Launch climax ideas
- Venue set designs/Mock up
- Entertainment content
- Ground layout plans
- Venue set designs/Mock up
- Launch pedestal designs
- Ground layout plans
- Designer rostrums
- Launch pedestal designs
- Seating plans
- Designer rostrums
- Directional signages
- Seating plans
- Directional signages
- Site office infrastructure
- Site office infrastructure
- Story boarding/Visuals
- Story boarding/Visuals
- Lighting designs & Plots
- Lighting designs & Plots
- Sound system plots
- Sound system plots
- Pyrotechnics and Special effect plots
- Pyrotechnics and Special effect plots
- Electrical Infrastructure designs & layout
- Electrical Infrastructure designs & layout
- Technical direction
- MC Scripting
- MC Scripting
- Equipment selection/procurement
- Equipment selection/procurement
- Artiste selection/appointments
- Artiste selection/appointments
- Work permit application/approvals
- Work permit application/approvals
- Security planning
- Security planning
- Site catering
- Site catering
- Transportation/Freight handling
- Transportation/Freight handling
- Accommodation arrangements
- Accommodation arrangements
- Technical rehearsals
- Technical rehearsals
- Entertainment rehearsals
- Entertainment rehearsals
- Production schedule
- Production schedule
- Rehearsal & Dry runs
- Rehearsal & Dry runs
- Rehearsal & Dry runs
- Rehearsal & Dry runs
- F & B designs and appointments
- F & B designs and appointments
- Production meeting
- Production meeting
- Client Progress Reports
- Client Progress Reports
- Production time-line
- Production time-line
- Minute by minute program schedule
- Minute by minute program schedule
- Minute by minute program schedule
- Minute by minute program schedule
- Photography/videography
- Photography/videography
- Video production/editing/mixing
- Video production/editing/mixing
- Music composition for show climax
- Music composition for show climax
- Approvals from local authorities
- Approvals from local authorities
- Public liability insurance
- Public liability insurance
- Public liability insurance
- Public liability insurance



sciencing

the minors, the micros, the minutes



HARNESSING
the power of the mind,
extending the boundary of creativity

We relish the challenge of translating the client's brief into a powerful concept that elevates creative thinking to another level.

Grand Opening of the PETRONAS Twin Towers by Former Prime Minister Tun Dr Mahathir Bin Mohamad

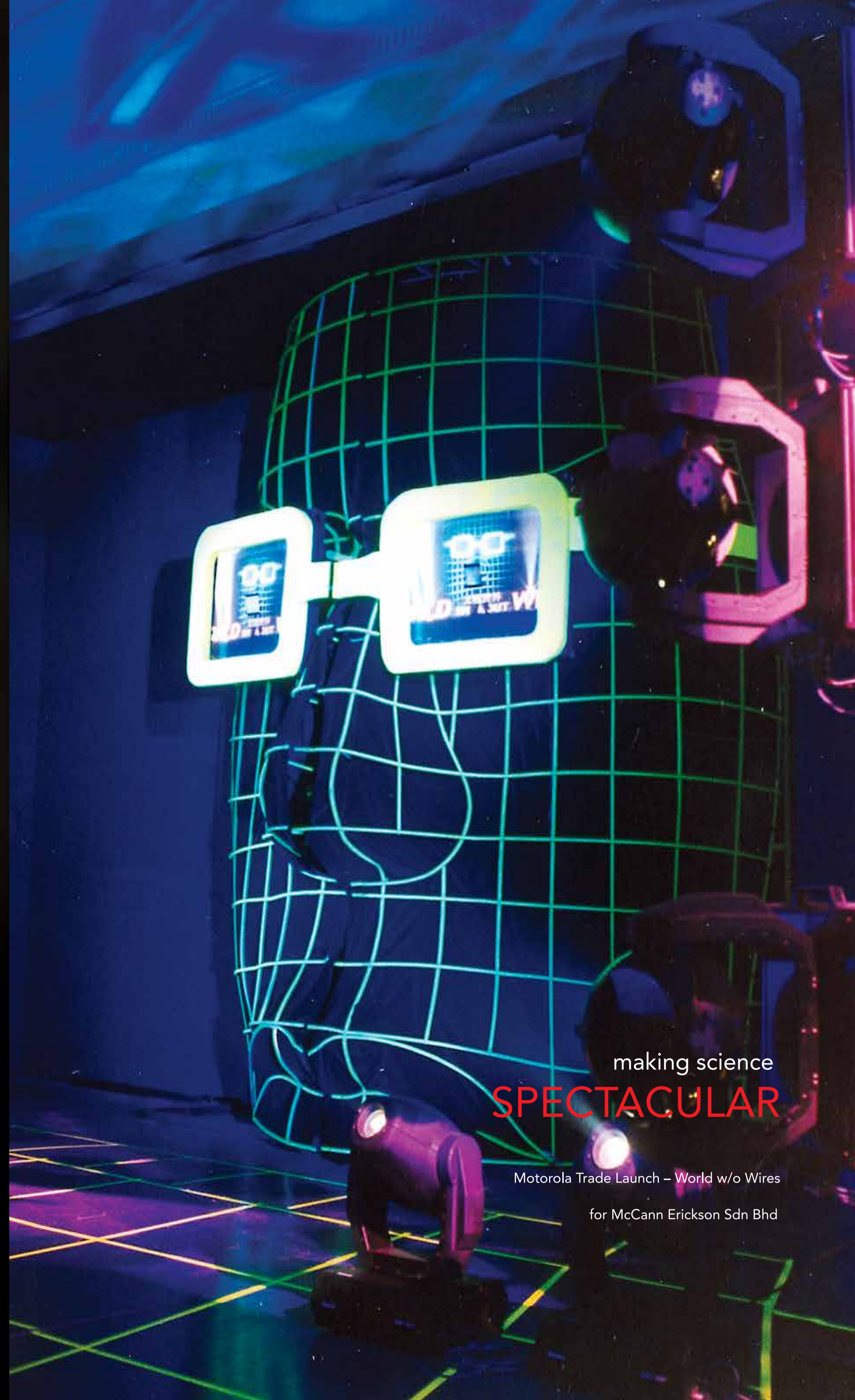


sensing
the magic, the majesty, the magnificence



ORCHESTRATING
signature events for over two decades

Carlson White has been conducting
events in perfect harmony for their clients
for more than 20 years; synchronising
every action with precision.



making science
SPECTACULAR

Motorola Trade Launch – World w/o Wires
for McCann Erickson Sdn Bhd



IMPACTING
the imagination, exciting the emotions

By conceiving the incredible
and staging the spectacular,
we leave no sensory nerve unmoved.



moving senses with
SPLENDOUR

National Day Celebrations at Putrajaya, the
administrative capital of Malaysia



MASTERING
the event production,
communicating the desired objectives.

A successful production leaves no margin

for mistake or miscommunication.

No detail goes unchecked.

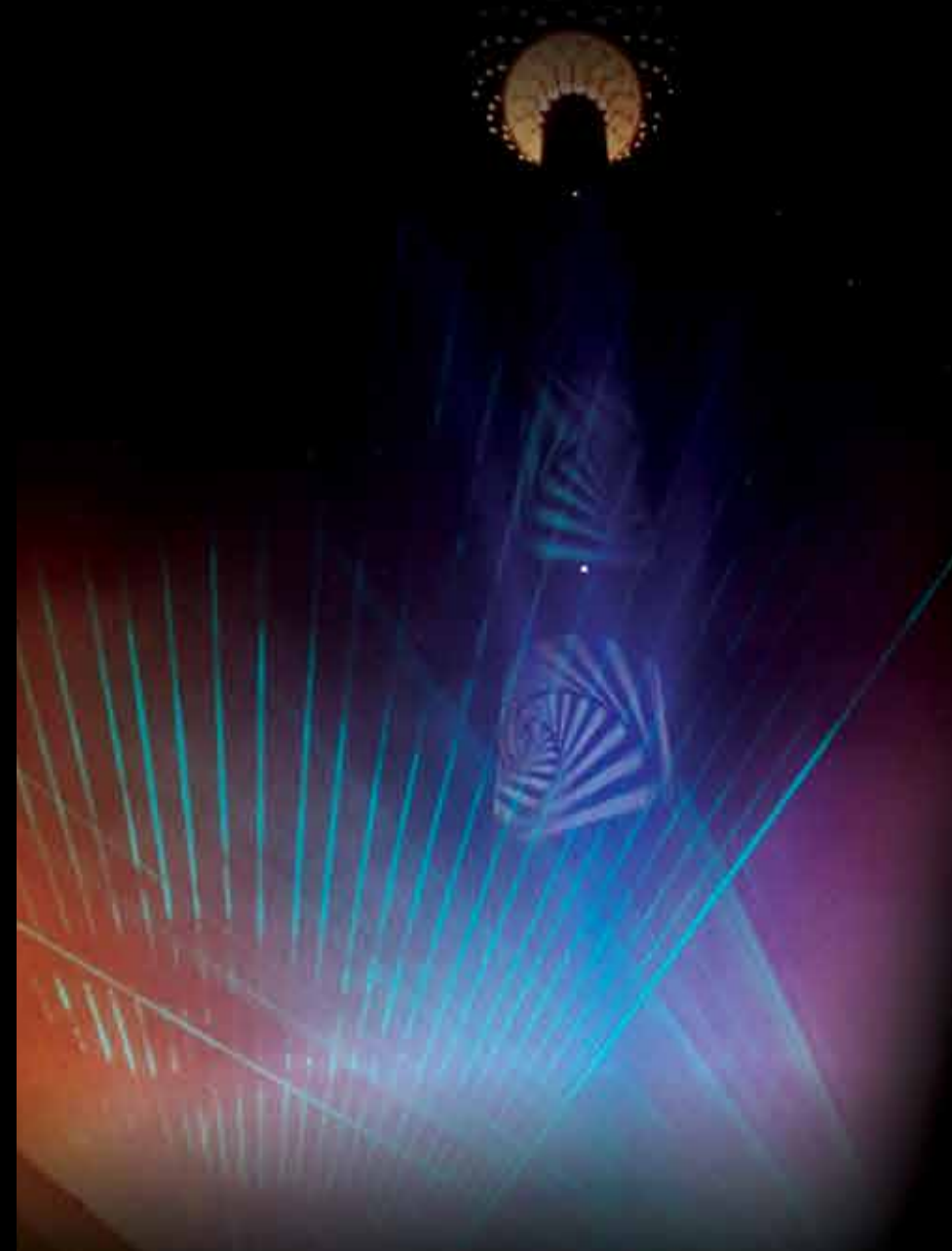
Nothing is left to chance.

rewarding the exceptional

Carlson White was bestowed the Gala Award 2002 for the "Best Produced Event under the budget USD250,000 to USD500,000"; and two ESPRIT Awards for categories "Creative Concept" and "Best Social Event Planning" by ISES (International Special Event Society) in USA.



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1st Anniversary Celebrations of the Kuala Lumpur Tower



Grand Opening of the PETRONAS Twin Towers by Former Prime Minister, Tun Dr Mahathir Bin Mohamad





/ Former Prime Minister, Official Opening of Alamanda Shopping Center (Putrajaya) by The Prime Minister of Malaysia, Dato' Seri Abdullah Ahmad Badawi
 Official Opening of the Telekom Towers by Former Prime Minister, Tun Dr Mahathir Bin Mohamad
 Tanjong Golden Village Sunway Pyramid Official Opening by Mel Gibson



Force of Nature Concert for Tsunami Aid (March 2005)

"...thank you so much for your contribution in making the Force Of Nature event in KL a huge success."

Jonjozuf Hadley
INTERSECTION Entertainment, LLC (USA)

Asia Pacific Family Dialogue Official Opening (October 2004)

"One of the most spectacular highlights of my entire life."

Richard G Wilkins, Managing Director
The World Family Policy Center, Utah, USA

Official Launching of Alamanda Shopping Centre (October 2004)

"A great "show", including international acts, was put together, leaving one and all most impressed."

Emma Khalid, Marketing Manager

Grand Opening of the PETRONAS Twin Towers (August 1999)

"Truly memorable and historic."

Mohd Azhar bin Osman Khairuddin
Senior General Manager, Legal & Corporate Affairs Division

National Day Celebrations at Putrajaya, the administrative capital of Malaysia (August 2002)

"Held in full splendour which reflected the nationalistic spirit."

Norhazifa bt Mohamed for The President, Perbadanan Putrajaya

Tanjong Golden Village Sunway Pyramid Official Opening by Mel Gibson (August 1997)

"We were especially impressed with the creativity of the Launch Gimmick."

Tan Lay Han, General Manager

Official Opening of the Telekom Towers (February 2003)

"We would like to express our sincere gratitude in making this event a success and a most memorable one."

Khairul Annuar Mohamed Zamzam, General Manager, Corporate Affairs

Opening & Closing Ceremonies of the 28th Kiwanis Asia Pacific Convention (March 2003)

"One of the slickest productions we have ever witnessed."

Hwang Chia Sing, Governor Kiwanis Malaysia
Stewart LaBrooy, Asia Pacific Secretary

1st Anniversary Celebrations of the Kuala Lumpur Tower (October 1997)

"They displayed commitment, reliability, teamwork and high standards."

Shahidah Ridwan, Chief Executive Officer

"Discover Cyberjaya - 020202" (February 2002)

"We appreciate your creativity, professionalism and commitment."

Noor Azman Yusof, Director

Motorola Web w/o Wires Trade Launch (May 2000) & Motorola Web w/o Wires Consumer Roadshow (August 2000)

"We received very positive feedback from our customers."

Loong Li Ping, Regional Marketing Communications Manager

Official Opening of BASF Malaysia's new HQ (March 2000)

"We were pleased with the high level of professionalism demonstrated."

Victor Szechnenyi, Managing Director

Official Opening of Kuala Lumpur City Centre Park '98

"My team and I truly enjoyed working with you."

Omana Nair, Public Affairs Manager

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