

MARK LAUDI

CONFERENCE ANCHOR
FORMER CNBC TV HOST

*Expert Chairman of Financial and
Business Dialogue – getting the
best out of event opportunities*

MARK LAUDI

Conference Anchor

Mark Laudi is an **award-winning radio and television presenter**, and **entrepreneur** based in Singapore. He is the Managing Director of Hong Bao Media, an Integrated Communications consultancy and investor in start-up internet businesses.

Mark is a **sought-after moderator, chairman or emcee for financial and business events**, ranging from corporate offsite meetings to client forums to large business conferences. He is also a speaker on financial media and conducts media & presentation skills **MasterClasses** for senior executives of large number of multinationals across various industries. He has been hired by by firms including Singapore Exchange, OCBC, Nikko Asset Management, Securities Investors Association, Motorola Solutions, and has conducted many internal media training sessions.



MARK LAUDI

Conference Anchor

- Conference Chairperson
- Emcee
- Panel Moderator
- Event Host
- In-Conversation Interviewer



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eventv™

eventv becomes the “Official Web TV Partner” for conferences, expos, trade fairs and seminars, capturing the essence of an event through live webcast interviews with sponsors, speakers and delegates, producing current affairs reports featuring an exhibition, keynote address or plenary discussion.

These allow you to:

- **Attract more paying delegates** - build engagement with your event, before it even takes place. eventv helps drive sign-ups, through content that is produced in advance.
- **Refresh established events** - add new excitement to mature events. Offer your sponsors the opportunity to be interviewed. Secure sponsors, and encourage last year's sponsors to re-sign.
- **Make post-event marketing easier** - you know how important post-event marketing is, to derive maximum value from it. Now you have the content that will make this outreach easier.
- **Create More buzz** - delegates naturally flock to exhibition space where there is a TV camera and bright lights to see what the fuss is about. eventv heightens the buzz at the event.



MARK LAUDI

key facts

Currently ...

- Managing Director of **Hong Bao Media**, which owns and operates the **Investor Central** and operates **eventv**.
- Professional **moderator** and **speaker**

Formerly ...

- **CNBC Asia Pacific** for 7 years, holding almost every position in the newsroom; behind the camera he was Producer and Australia Editor, and in front of the camera he was Stock Reporter, Anchor and Field Reporter.
- Aged 28, Mark **launched CNBC Australia** in Sydney as Bureau Chief.
- In Singapore, he became a member of the inaugural production and presentation team of English-language talk radio station 938LIVE.
- His media career started by becoming Australia's youngest radio current affairs show host at **ABC Radio**.
- Lived in South Africa, Germany, Australia, and now Singapore since 1997.

Flies from **Singapore**

Chairs and Moderates dialogue around the world
in conferences, client forums and management meetings



Sample moderating scenarios:

Conference Anchor – an expert moderator of business and financial conferences and summits, moderating, chairing panels, conducting talk-show style interviews live on stage.

Client Events – chairing and moderating dialogue, maintaining strong interactivity and engagement from within the group.

Awards & Special Events – a host of special events which require a strong, professional touch, wit and someone who to keep the energy level high in the hall.

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what people say

"Thank you for contributing to the success of our client investment briefing. We've received overwhelming response on the event with numerous positive comments on your involvement. We deeply appreciate your time and look forward to future event opportunities with you."

Rainbow Pan CEO **Ipac Financial Planning**

"We hired Mark Laudi as the MC for Motorola's two day Government & Public Sector Sales Kick-off event in Bangkok. He did an excellent job; our sessions flowed into one another seamlessly with Mark's humorous and expert commentary. Our people loved his speaker introductions. There was no quiet time, as Mark has the ability entertain any time."

Marcel Verdonk, Director of Strategy, **Motorola Asia Pacific**

Professional ▪ Lively ▪ Memorable



Useful links for Mark Laudi:

- TIB Speaker Web Page >> [Go to Webpage](#)
- TIB Speaker Profile >> [Download PDF](#)
- TIB Video Channel >> [Watch Videos](#)



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