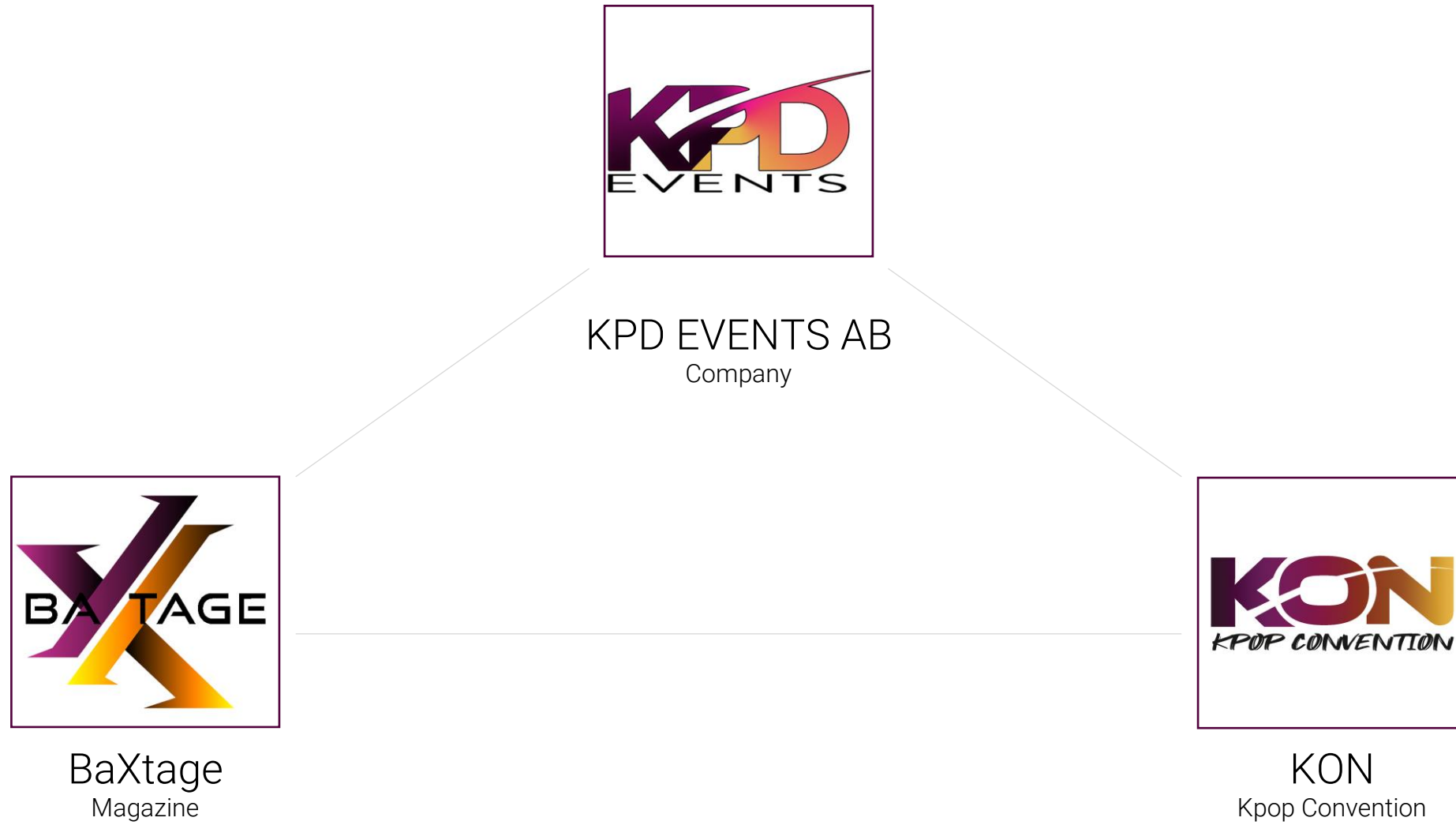




KPD EVENTS AB

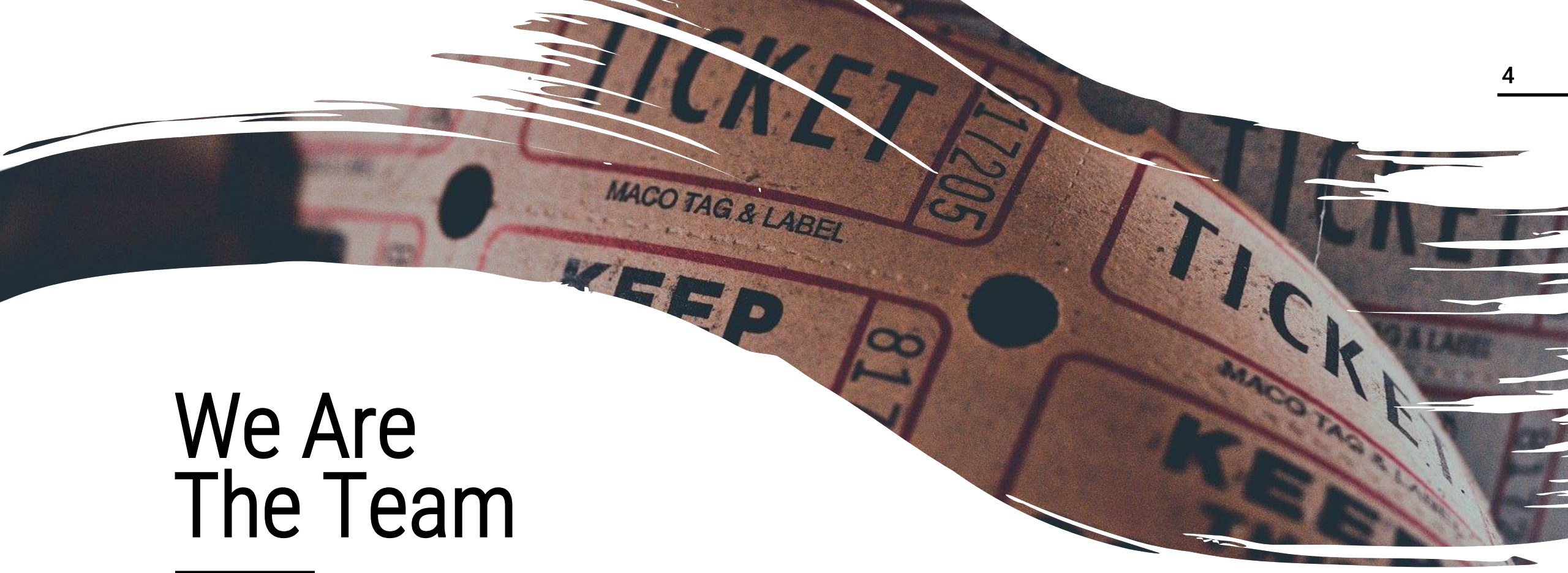
For Fans; With Love





About Us

KPD Events AB was founded in the beginning of 2020, a month before the pandemic outbreak that halted all event activities around the world. As a new company, KPD Events AB has pursued other avenues to build a following and create an inclusive community for our future event goers. Our goal is to change and improve the event business and create a blueprint other companies will strive to recreate.



We Are The Team

Our staff's commitment has been built through years of friendship and trust. We have powered through the pandemic thanks to our passion and wish to create a more inclusive event market.

- Commitment
- Communication
- Trust
- Acceptance



What urged us to get started

As avid fans of conventions and concerts we watched for years how fans, and especially fans with disabilities, were ignored and overlooked by the companies arranging the events. The fans often spent hours in lines without proper hydration or nutrients. This was the start of our company idea. The idea to evolve and improve events so that fans are shown the love they deserve.

Discrimination

Through years of experience working within the entertainment business we have witnessed a growing trend among the many events done in the world. With very few exceptions, people with disabilities are left behind when events are planned. The focus of events do not seem to be to include everyone and give the ticket buyer a good time, but to milk money from people with as little care and effort as possible needed from the arranging company.

High Prices

Tickets offer few variations in price range and often contain very little for the fans. This unfortunately ties back to discrimination once again, as the low-income families are left without the access to entertainment. Parents wanting to join their children at events are left having to buy a ticket at a steep price to be able to allow their child a few hours of entertainment.

Injuries

Without proper organization from start to finish; many fans are left camping outside venues for days, putting themselves at risk. They do not eat or drink enough, afraid to lose their spot in the line; often fainting during the event or mentally crashing due to low blood sugar or dehydration. The 'push and shove' mentality in unsupervised lines causes many to get physically hurt before the event even starts.



What we hope to achieve

01

FROM TICKET PURCHASE TO EVENT

From the moment a ticket is bought to our events, we make sure to engage our ticket buyers. We host giveaways, ask for suggestions and wishes and to the best of our ability create the event to fill as many needs as possible.

02

FANTASTIC MEMORIES

Leaving our event we will ensure our attendees, artists and staff have fantastic memories to look back on, and a wish to create more with us in the future.

03

WHOLEHEARTED COMMITMENT

Our commitment does not end as the event doors close. We have gathered materials and gifts that the ticket holders can win long after the event is over.

04

LOYALTY BEYOND EVENTS

By always being loyal to our ticket buyers, they will remain loyal to us. We will make sure they get all the information first, the chance to book tickets for our next event before anyone else. They will be automatically entered in every giveaway and competition we do.



BaXtage Magazine

BaXtage Magazine came to life as a way for us to stay connected to our growing following. We wanted to keep them connected to their idols while companies rallied to find a way to produce concerts online.

The magazine will be our own exclusive source for all things backstage at our future events.

KON – Kpop Convention

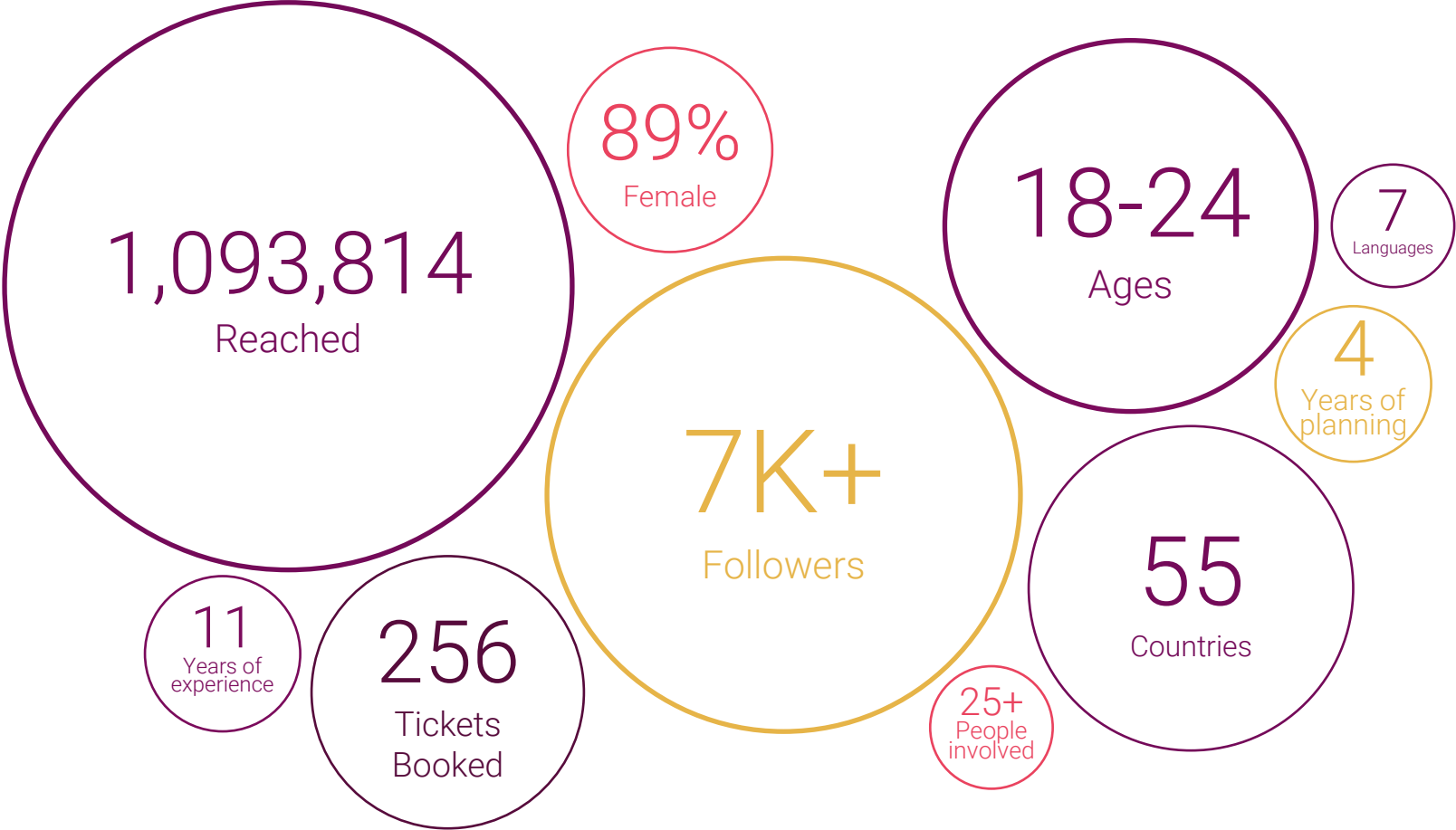
The idea of creating a convention instead of a tour was brought on by the constant cry for attention from fans of smaller artists.

Many tour companies start out ambitiously wanting to bring Kpop to every country, not aware that Europe is a travelling continent. Wise from their mistakes when not selling out tickets, they focused on the bigger cities like London, Berlin and Paris. But due to the costs, smaller artists fall outside of those company's frame of interest.

By making a convention, we help smaller groups by widening the fanbases, and we help fans of smaller groups to realize their dreams of seeing their idols.



The Numbers





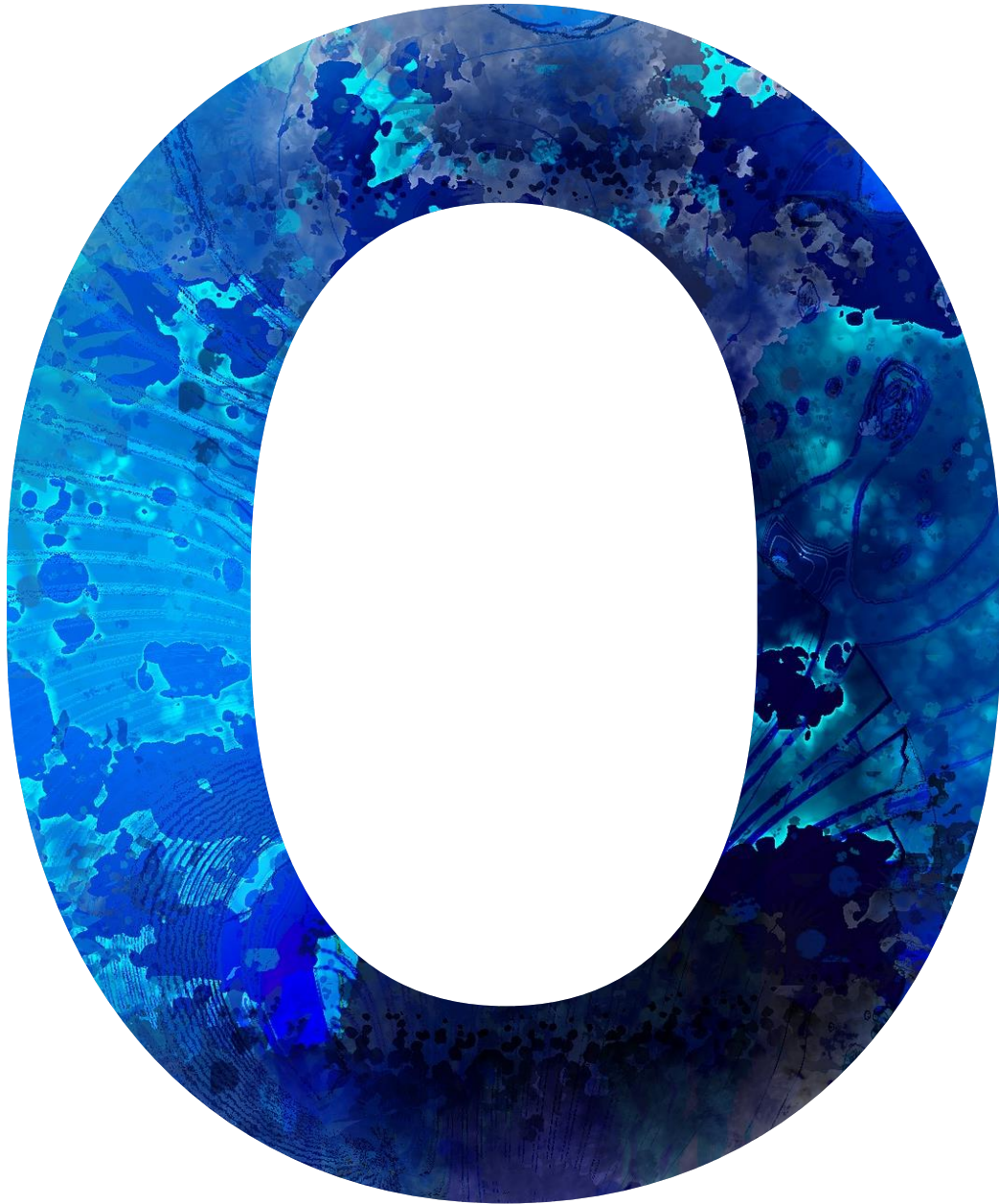
Streghths

- ✓ We can respond quickly to any communication as we have no red tape or need for higher management approval
- ✓ We can cater to people from all walks of life as we are a diverse company in nationalities, religion, sexuality and disabilities.
- ✓ We are highly organized and still manage to stay adaptable to all situations



Weaknesses

- ✓ Our company has little market presence or reputation
- ✓ We have a small staff with shallow skills base in some areas.
- ✓ Our cashflow will be unreliable before the first event.



Opportunities

- ✓ The Korean Wave is expanding with many future opportunities for success.
- ✓ South Korea is in a constant renewal within the entertainment industry.
- ✓ Our competitors have garnered bad reputations among event goers throughout their active years.



Threats

- ✓ A small change in the larger competitors focus could wipe us off the market at our current position.
- ✓ A second wave of the pandemic could affect our economy and push us into bankruptcy.

A photograph of a crowd at a Kpop convention. In the foreground, two hands are raised, forming a heart shape. The background is filled with other people, some with their hands raised, and bright stage lights creating a hazy, energetic atmosphere. The text 'KON – Kpop Convention' is overlaid on the image.

KON – Kpop Convention

Oct - Dec 2021

1

Jan - Mar 2022

2

Apr - May 2022

3

Jun 2022

4

Jul 2022

5

1

Tickets Released & Fees Paid

- Release of tickets.
- Venue's Booking fee paid.
- Booked Artists' booking fees paid.
- Hotel's Booking Fee paid
- Order giveaway prizes from artists.



2

Promotions

- Heavy promotions through social media channels from us, artists and participating vendors and sponsors.
- Distribute Giveaway prizes to staff members.



3

Treasure Hunt Giveaway



Placement

Staff members will prepare the giveaway prizes for placement around their cities.



Giveaway starts

Ticket holders will be given clues on social media channels to where the gifts are placed.



4

Book the flights

- Book flights
- Prepare gift baskets
- Events Schedule
- Order tickets and wristbands
- Bring staff to Venue for run-through
- Order merchandise

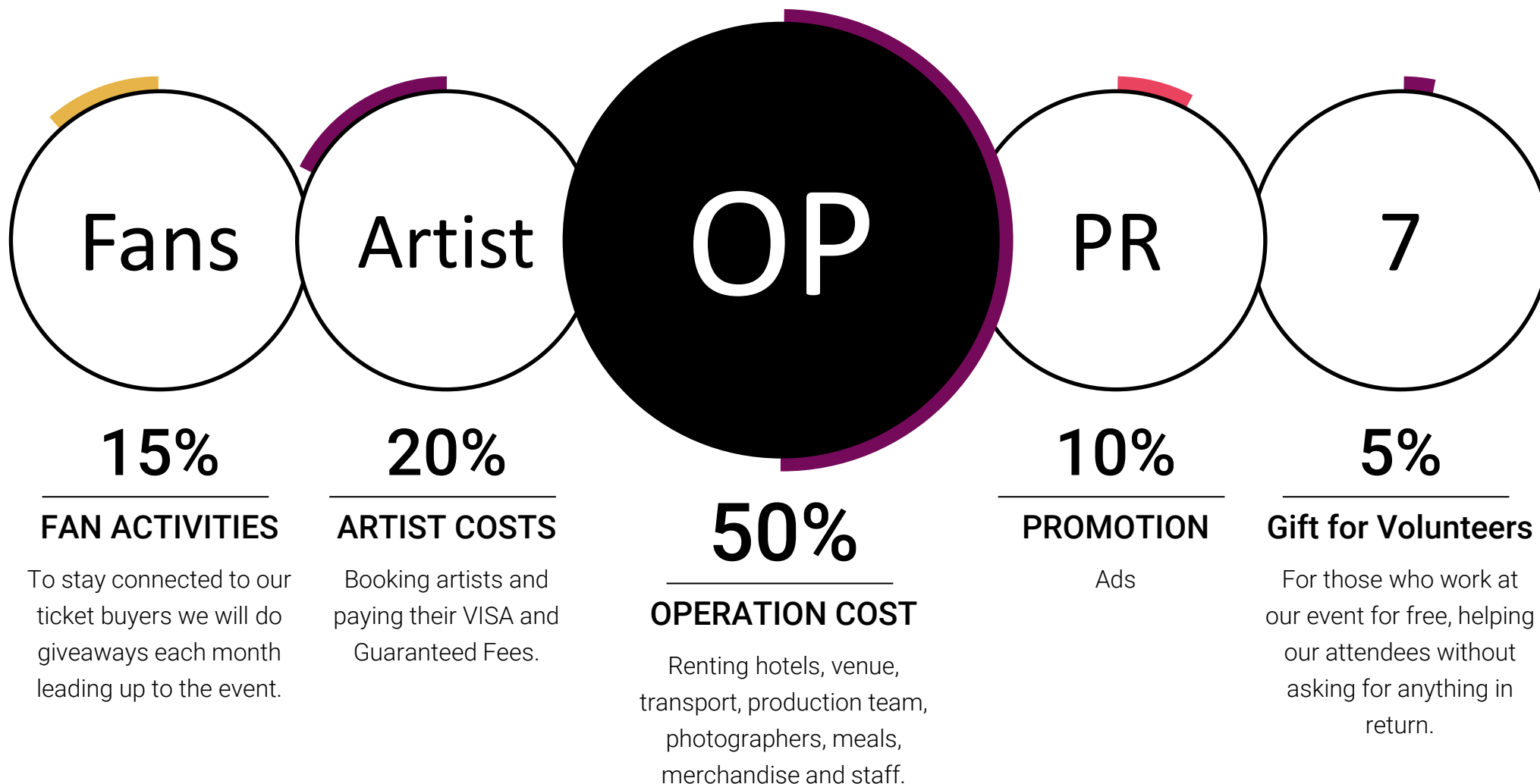


5

Event Month

- Run through the event with staff.
- Send out Volunteer schedule
- Double check bookings
- Security Update
- Check staffs' well being (mental and physical)
- Hospitality check list

+ HOW THE FUND WILL BE USED



Contact Us



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