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Event Proposal Deck

2025



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In celebration of Sociolla 10th Anniversary, Sociolla presents Sociolla Beauty Museum, an immersive exhibition that blends beauty and technology trends.

As a part of this, SOCO presents a new initiative as the key platform that facilitates engaging discussions with leaders, expert and public figures in rising industry

such as Fashion, Food, Beauty, Passion, Wellness & Parenting, Finance, Technology and Leadership.



Event Background

OBJECTIVE

- To celebrate personal and industry milestones through meaningful conversations.
- To foster collaboration by connecting individuals from diverse backgrounds.
- To inspire audiences through insights from industry leaders, innovators, and experts.

TARGET AUDIENCE

- **Age:** Gen Z (18-25) and Millennials (26-45)
- **Occupation:** Student, Working Professionals, Moms, Business Owners, Entrepreneurs & Creatives
- **Geography:** Jakarta, Bogor, Depok, Tangerang, Bekasi & West Java

Event Overview



THEATER STYLE: 50 pax | STAGE SIZE: 6m x 3m

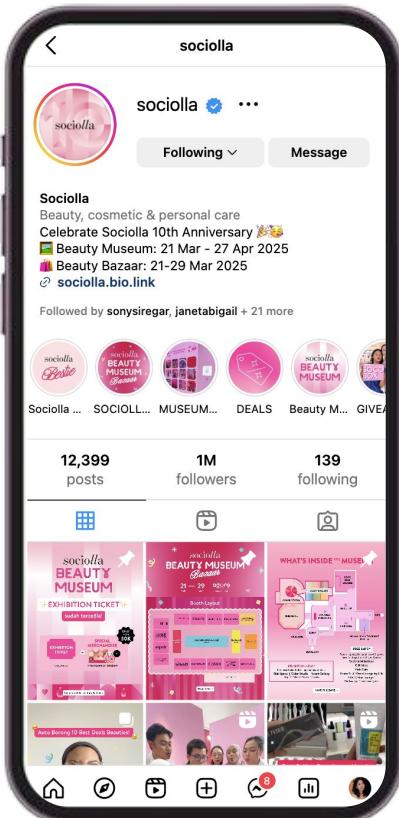
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14 - 18 APRIL 2025
SOCO Star Lounge at Sociolla Beauty Museum
Agora Mall, Thamrin Nine, Jakarta Pusat

Connect by SOCO will be a week filled with insightful and inspiring conversations across various fields related to the theme:
“Celebrate All The Pretty Things Inside”

The event format will be Fireside Chat
of 45-60 minute interactive discussion
followed by an open Q&A.

Event Mechanism



Sociolla will officially **announce the details of Connect by SOCO through an Instagram Feed**. And to amplify the reach, invited speakers will be encouraged to reshare the announcement on their Instagram Stories.

- Teaser Content: 5 April 2025
- Announcement 1 - Compilation Speakers: 8 April 2025
- Announcement 2 - Each Session Details: 11 April 2025

TERMS & CONDITIONS / HOW TO JOIN:

1. To secure a spot, **repost the Connect by SOCO calendar content on Instagram Story**, capture the proof, and upload it via the provided **Google Form**.
2. **Audience Registration** will open via a Google Form link shared on Sociolla's social media. Participants can sign up and select which talk show session they wish to join.
3. Participants must **purchase a Sociolla Beauty Museum ticket** to join the session.
4. Limited slots available—first come, first served **(maximum to 50 participants/session)**
5. Participants must use the active SOCO.ID email address, and the confirmation of participation will be sent H-3 before the event.
6. One form submission is valid for one participant per session.
7. E-certificate will be sent latest D+7.

Timeline Event

Time	14 April	15 April	16 April	17 April	18 April
16.30 - 18.00	From Failure to Flavor: Embrace Your Process <i>360° view on brand building, purpose-driven growth, and the power of storytelling.</i>	Generation Glitch - The hidden language of Generations (Live Podcast) <i>Speakers share a 360° view on brand building, purpose-driven growth, and the power of storytelling.</i>	Leading Through Transformation & Digital Innovation <i>On leading digital transformation through strategy, innovation, and collaborative ecosystems.</i>	From Overwhelmed to Empowered: Mental Wellness for New Parents <i>A space to feel seen—sharing the emotional realities of parenting and how to care for yourself without guilt.</i>	Courage to Create: Turn Your Ideas into Reality <i>Stories of bold beginnings—navigating uncertainty to build ventures with lasting value.</i>
19.00 - 20.30	Fueled with Passion: Thriving Not Just Surviving <i>Leading with intention-balancing purpose, boundaries, and growth in high-pressure environments..</i>	How to Fix Financial Habits for Long-Term Success <i>Money made mindful—navigating spending, saving, and investing to lasting success.</i>	Leading with The Power of Creativity in Nation-Building & Business <i>Celebrating creativity as a force to shape culture, empower youth, and build a more resilient, global Indonesia.</i>	From Passion, Influence to Beautiful Impact <i>Beyond the surface—how beauty can reflect values, spark change, and nurture future female leaders.</i>	Navigating the Industry with Creativity & Grit <i>Turning challenges into creative breakthroughs—through vision, grit, and the courage to keep creating.</i>

**Topics outlined are flexible and will be tailored in collaboration with speakers.*

Talk Show Details

Monday, 14 April 2025

Topic: From Failure to Flavor: Embrace Your Process

Time: 16.30 - 18.00

Speakers: Hans Christian, Helga Angelina, Hadi Ismanto*

Audience: Students, Workers, Business Owner, New Entrepreneurs

Discussion Scope:

- Hans Christian and Helga Angelina will share their personal journeys from early struggles and failures to building August and Burgreens into leading culinary brands. Their stories reflect how resilience and clear purpose play a vital role in achieving lasting success.
- Hadi Ismanto brings a media and cultural perspective, offering insight into how platforms like MANUAL help shape public perception around emerging brands. His role complements the discussion by highlighting how storytelling, media positioning, and curated narratives can influence a brand's journey and reception in the public eye.
- This session will also explore how media and branding intersect: how August and Burgreens crafted strong brand identities and how storytelling through platforms like MANUAL amplifies those values to wider audiences, driving recognition, credibility, and community connection.
- Together, the speakers offer a unique 360-degree view: from brand creation and innovation (Hans & Helga) to cultural storytelling and perception-building (Hadi), inspiring entrepreneurs to embrace every stage of their process with intention.

Topic: Fueled with Passion: Thriving Not Just Surviving

Time: 19.00 - 20.30

Speakers: Rey Nathanael, Vanny Adelina*

Audience: Students, Workers, Content Creator

Discussion Scope:

- Share how aligning with what truly matters helps them stay fulfilled, not just busy and drive impact in their careers and personal lives.
- Insights on navigating stress, setting boundaries, and maintaining mental clarity while leading, creating, and growing in demanding spaces.
- A reflection on how to turn challenges into growth, embrace vulnerability, and build a life that thrives on intention, not just ambition.

Talk Show Details

Tuesday, 15 April 2025

Topic: Generation Glitch - The hidden language of Generations
Live Podcast

Time: 16.30 - 18.00

Speakers: Grace Tahir, Samantha Elsener, Emil Mario

Audience: Students, Young Professionals, Creatives

Discussion Scope:

- Dive into the true essence of manifestation, not just wishful thinking or blind optimism, but a mindful practice of clarity, belief, and aligned action. We will explore the balance between mindset, emotional energy, and effort in achieving goals.
- Learn how to bring your vision to life by aligning thoughts, values, and purposeful actions. This includes breaking down big dreams into achievable steps, building routines that support your goals, and staying consistent even without immediate results.
- Sharing each other personal experience with visualizing success, overcoming self-doubt, and cultivating mental discipline. The audience will also be introduced to empowering tools like journaling, mindfulness, affirmations, and strategic goal setting to help navigate uncertainty with confidence.

Topic: How to Fix Financial Habits for Long-Term Success

Time: 19.00 - 20.30

Speakers: Felicia Putri/Ken Handersen*

Audience: Business owner, First-time investor

Discussion Scope:

- Highlight how financial habits shape long-term success, emphasizing the importance of discipline, consistency, and strategic decision-making in managing personal finances.
- Insights on identifying and correcting unhealthy financial habits, such as impulsive spending, lack of budgeting, and poor investment decisions.
- The role of smart money management, including effective budgeting, saving strategies, and investment planning—in building financial security and independence.
- How to adapt to financial trends and opportunities, such as digital finance, investment diversification, and passive income streams, to maximize financial growth.

Talk Show Details

Wednesday, 16 April 2025

Topic: Leading Through Transformation & Digital Innovation

Time: 16.30 - 18.00

Speakers: Christopher Madiam, Alexandra Askandar

Audience: Students, Workers, Brand Owners

Discussion Scope:

- Speakers will share how their organizations embraced digital transformation by building future-ready strategies, adopting a digital-first mindset, and turning disruption into growth.
- The session will explore how strong leadership, bold decision-making, and a culture of innovation are essential in leading teams through uncertainty and scaling impactful solutions.
- A look into how cross-industry partnerships, ecosystem building, and collective innovation can unlock the full potential of Indonesia's digital economy.

Topic: Leading with The Power of Creativity in Nation-Building & Business

Time: 19.00 - 20.30

Speakers: Triawan Munaf, Winston Utomo

Audience: Students, Workers, Business Owner

Discussion Scope:

- The speakers highlight how creative thinking plays a pivotal role in shaping Indonesia's global identity, driving tourism, and strengthening the creative economy.
- Insights from IDN Media on how culturally relevant storytelling, technology, and youth empowerment fuel business growth and societal impact.
- The importance of cross-sector collaboration and leading with imagination, empathy, and purpose to empower the next generation and build a more creative, resilient Indonesia.

Talk Show Details

Thursday, 17 April 2025

Topic: From Overwhelmed to Empowered: Mental Wellness for New Parents

Time: 16.30 - 18.00

Speakers: Caca Tengker/Natasha Surya*

Audience: New Moms, Parents

Discussion Scope:

- Normalize the emotional highs and lows, like postpartum blues, guilt, and self-doubt, while breaking the stigma around asking for help.
- Share daily coping tools for sleep deprivation, time management, and building a fair support system with your partner or community.
- Explore ways to maintain personal identity, nurture your relationship, and practice guilt-free self-care during early parenthood.

Topic: From Passion, Influence to Beautiful Impact

Time: 19.00 - 20.30

Speakers: Lizzie Parra (BLP), Santi (Saff & Co)*

Audience: Students, Workers, Brand Owners

Discussion Scope:

- The speakers share how their love for beauty evolved into purpose-driven businesses that reflect their identity and values.
- A discussion on using digital influence with intention—building trust, engaging communities, and creating content that resonates deeply.
- How their brands champion inclusivity, empowerment, and conscious beauty while inspiring the next generation of female leaders and changemakers.

Talk Show Details

Friday, 18 April 2025

Topic: Courage to Create: Turn Your Ideas into Reality

Time: 16.30 - 18.00

Speakers: Ronald Simanjuntak, Jovi Adhiguna*

Audience: Students, Workers, Brand Owners

Discussion Scope:

- Share how they discover ideas, validate them, and take the first bold steps to bring them to life—despite fear and uncertainty.
- A look into their journeys of turning ideas into impactful ventures through clear vision, strategic execution, and the courage to embrace challenges and failures.
- Insights on how to drive innovation—whether in startups or legacy businesses—while leading with intention, creating meaningful value, and inspiring future changemakers.



Share your voice, spark ideas, and inspire change!

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Be part of the journey!

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