

Marketing communication – For professional investors

CONTENT CREATION BOOTCAMP

ACTIVATION PLAN

Best ESG Manager 2024, Indonesia
Best Islamic Fund House 2024, Indonesia



Best Investors 2024
Insurance Fund House 2023, Indonesia
Asset Management Company of the Year 2021, Indonesia



Fund Launch of The Year 2022
for BNP Paribas DJIM Global Technology Titans 50 Syariah USD



Fund Launch of The Year 2021
for BNP Paribas Greater China Equity Syariah USD
Best Islamic Product 2023 for BNP Paribas Cakra Syariah USD



DGTRAFFIC
JAKARTA, 10/02/2025



BNP PARIBAS
ASSET MANAGEMENT

The sustainable investor for a changing world

CONTENT CREATION BOOTCAMP

A workshop to learn how to become a responsible content creator.

This session will provide a chance for a **networking** with the communities, build **personal branding**, and **learn** financial education fundamentals that will help participants kick off their aspiration to be a content creator.





Bootcamp Rundown

Day one	No	Time	Activity
	1	08.30 - 09.00	Registration
	2	09.00 – 09.05	Opening
	3	09.05 – 09.10	Remarks by Maya Kamdani , CEO BNPPAM ID
	4	09.10 – 10.10	[Bootcamp Section 1: Investing Fundamental] Speaker : OJK, Topic : Do's and Don'ts dalam konten Finansial
	5	10.10 – 10.30	Q&A
	6	10.30 – 11.30	[Bootcamp section 2 : Investing Fundamental] Speaker : BNP Paribas AM Topic : How to start investing / How to choose the right investment
	7	11.30 – 11.50	Q&A
	8	11.50 – 13.00	Lunch Break
	9	13.00 – 14.00	[Bootcamp section 3 : Content Mastery] Topic : Personal Branding
	10	14.00 – 14.15	Q&A
	11	14.15 – 14.45	Coffee Break, Mingle
	12	14.45 – 15.45	[Bootcamp section 4 : Content Mastery] Topic : Engaging writing techniques
	13	15.45 – 16.00	Q&A
	14	16.00 – 16.05	MC : Closing Acara

Day two	No	Time	Activity
	1	08.30 - 09.00	Registration
	2	09.00 – 09.05	Opening
	3	09.05 – 09.55	[Bootcamp Section 5: Investing Fundamental] Speaker : BNP Paribas AM Topic : Investment strategy, Diversification & Risk management
	4	09.55 – 10.05	Q&A
	5	10.05 – 10.50	[Bootcamp section 6 : ESG Fundamental] Speaker : BNP Paribas AM Topic : ESG Fundamental and why it matters
	6	10.50 – 11.00	Q&A
	7	11.00 – 11.50	[Bootcamp section 7 : Content Mastery] Topic : Effective content editing
	8	11.50 – 12.00	Q&A
	9	12.00 – 13.00	Lunch break
	10	13.00 – 13.50	[Bootcamp section 8 : Content Mastery] Topic : Effective content editing
	11	13.50 – 14.00	Q&A
	12	14.00 – 15.00	Video workshop
	13	15.00 – 15.30	Video presentation
	14	15.30 – 15.40	Best participants announcement
	15	15.40 – 15.55	Photo group
	16	15.55 – 16.00	Closing

Curriculum overview

Content Mastery

Day 1

- Building Personal Branding
- Engaging writing techniques

Day 2

- Effective content editing

THANK YOU