

Marketing communication – For professional investors

# INVEST-TEA STORIES (SOIRÉE)

2026



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 INDONESIA  
JAKARTA, 14/04/2026



**BNP PARIBAS**  
**ASSET MANAGEMENT**

The sustainable investor for a changing world

# BNP Invest-tea Stories



## Background:

Initiatives to support KOLs in organizing gatherings with community members to discuss financial planning and investment.

BNP Paribas AM will support these KOLs and communities by having them serve as guest speakers on investment topics.

In gathering of influencers, communities, or BNP audiences to discuss market analysis, packaged with a coffee session or evening gathering (*Soirée*)

## Location:

TBD (Café)

## Time:

TBD (adjust the KOL and community schedule)

[Reference click here](#)

# Activities

## 1. Forum Discussion Group (FDG)

A discussion about young people's fears about the future and how investing serves as a "safety net" for them, or topics that the Influencer agenda to discuss

## 2. Influencer Takeover And co-managed by BNPPAM

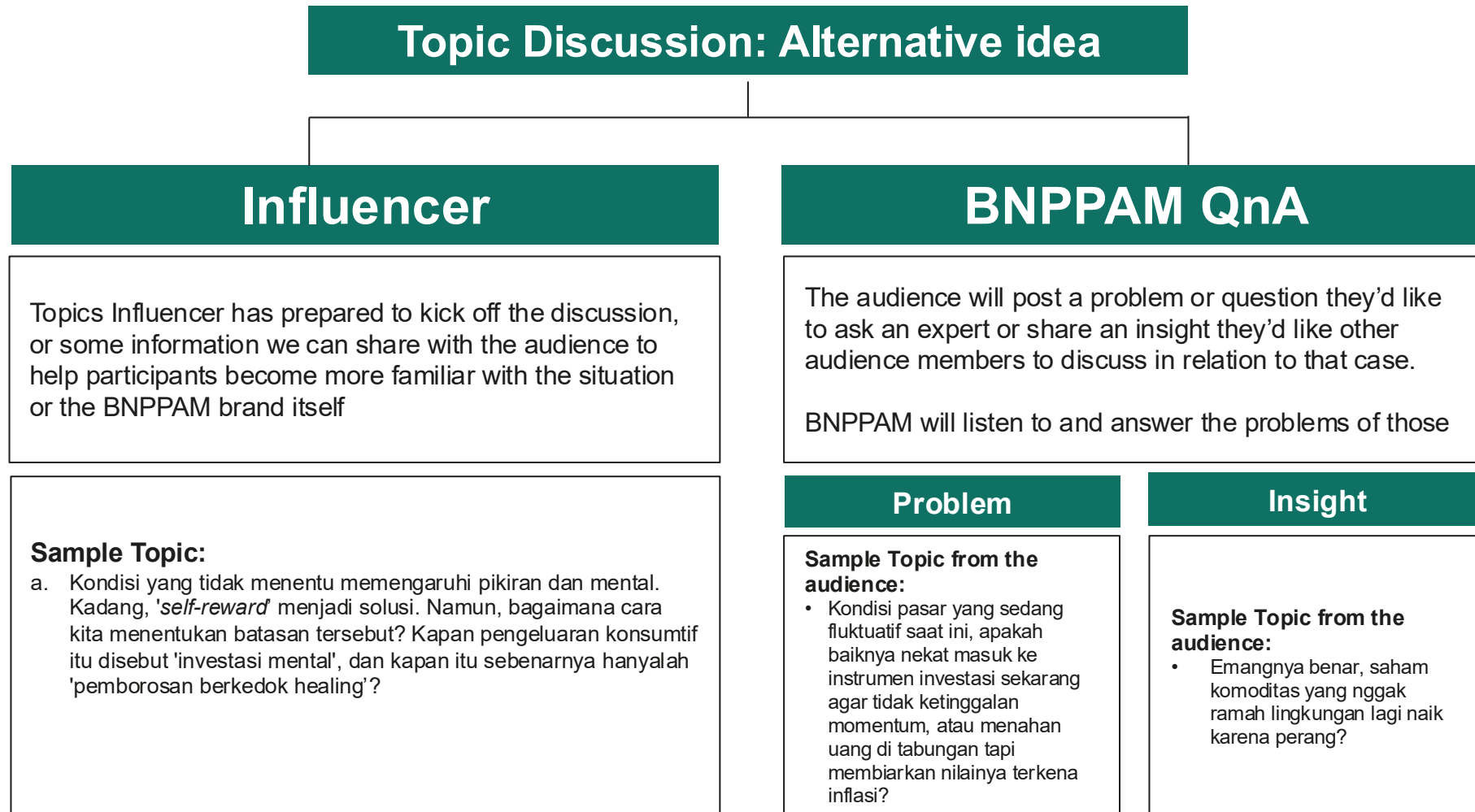
The influencer, serving as a speaker, will take the lead in facilitating the FDG and kick off the discussion on insights and solutions of their topics or agenda

BNPPAM, acting as a facilitator, will also serve as a speaker and position itself as an expert from the investment manager's perspective. It will, of course, share insights drawn from its own corporate experience.

## 3. Social Brewing

The relaxed and cozy atmosphere of a coffee shop or café will help create a more laid-back setting for discussions or educational sessions.

During the final session, we want the audience to have the freedom to mingle and exchange ideas—whether with the influencers or with BNPPAM as the subject matter experts.



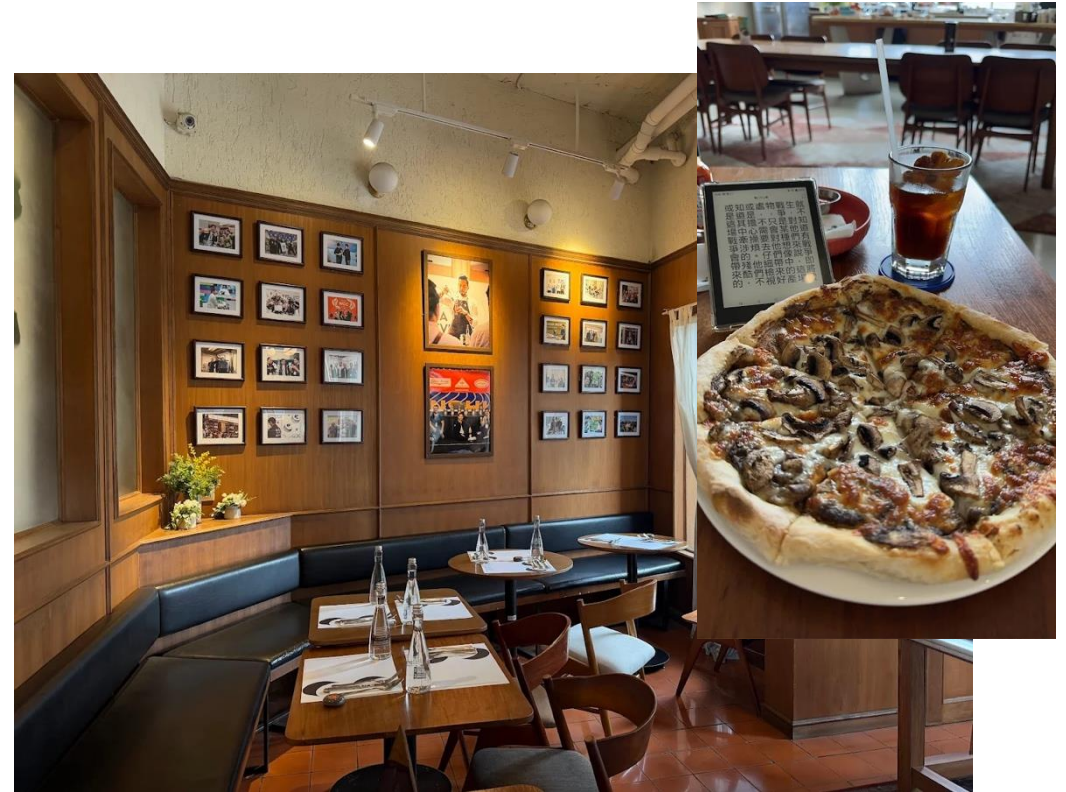
# Workflow

Phase 1	Phase 2		Phase 3		Phase 4		Phase 5
Alignment & Preparation	Awareness & Teasing (The Hook)		Conversion & Registration (The Action) Registration Launch		Maintenance & Reminder (The Nurture) Influencer Gentle Reminder		Execution (The Event) Face-to-Face Evening Gathering:
Influencer Kick-off Meeting	Influencer Teaser Post	BNPPAM "Invest-Tea" Teaser	Registration	Data Collection	Influencer Kick-off Meeting	Collaboration Mention	Invest- Tea Stories
<p>Aligning the vision between BNPPAM and the influencer</p> <p>Detailed discussion of the evening gathering (location, time, and educational content)</p> <p>Defining the brand voice to ensure the influencer's role as a corporate persona remains natural</p>	<p>The influencer posted a teaser about plans for an exclusive meetup.</p> <p><b>Build Conversation:</b> Start a discussion in the comments section about the audience's financial concerns or future plans.</p>	<p>BNPPAM approached the influencer to collaborate on the event</p> <p>The influencer notified BNPPAM about the joint collaboration event</p>	<p>The influencer encourages the audience to sign up by commenting on the main BNPPAM post</p>	<p>Call to Action (CTA): "Follow and comment on the BNPPAM post if you want to learn about investing with me!"</p>	<p>Influencers post stories or short clips to remind their audience not to miss this opportunity</p> <p>Highlighting the added value: Learn about direct investment from the experts (BNPPAM) in a relaxed setting</p>	<p>Consistently mention the collaboration with BNPPAM to strengthen brand presence</p>	<p>Face-to-face interactions between influencers, BNPPAM, and a select audience</p> <p>Interactive and engaging investment education sessions</p>

# Venue recommendation:

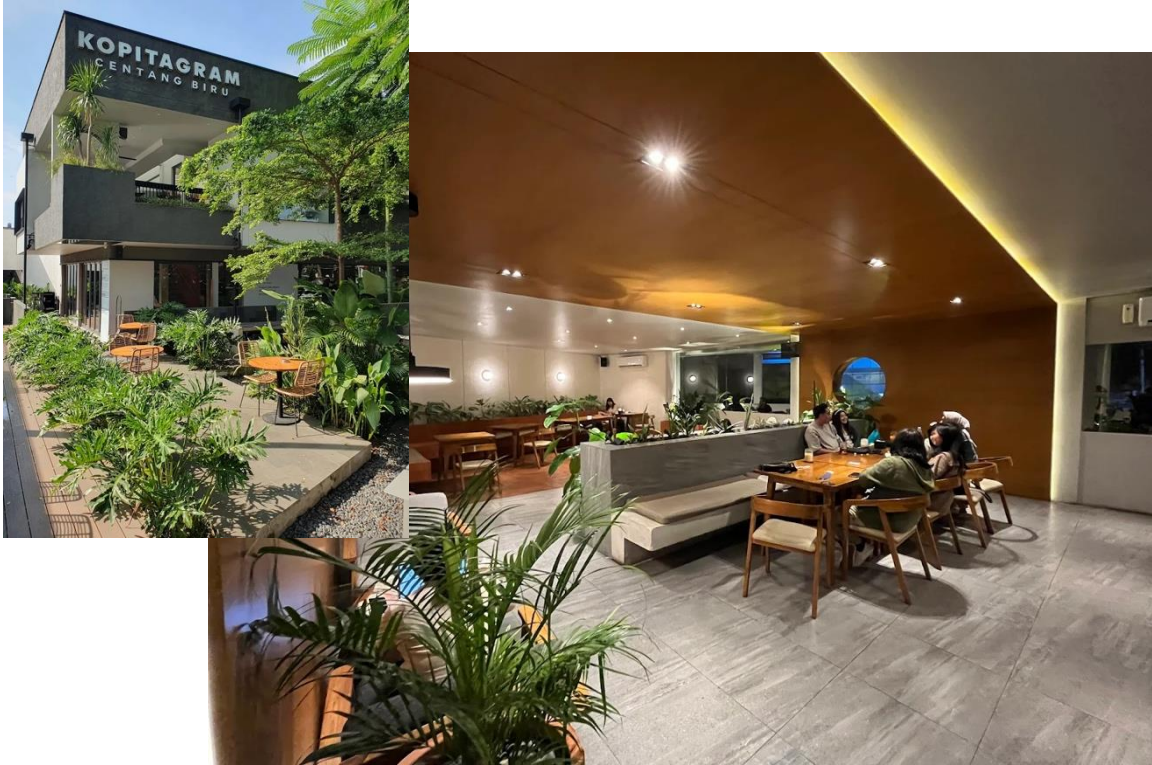


**Workroom Coffee Menteng**



**Common Grounds Coffee Menteng**

# Venue recommendation:



**Kopitagram Centang Biru**



**First Crack Coffee**

# Venue recommendation:



**Titik Temu Cafe - SCBD**



**Bacha Coffee Plaza Senayan**

# THANK YOU