

TERMS OF REFERENCE #GetWealthSoon Talkshow

EVENT DETAILS

1. Market: University Student

2. Theme: #GetWealthSoon Campaign

3. Event Name: Anak Muda Juga Harus #GetWealthSoon

4. Objective:

Educate Students on Investment:

- Provide a basic understanding of investment and the importance of financial planning from an early age.
- Explain the investment products offered by CIMB Niaga and how these can be accessed with a small initial investment.

Increase Financial Awareness:

- Encourage students to think about the importance of investing and money management.
- Teach practical ways for students to start investing with affordable amounts.

Interactive Q&A Session:

- Allow students to ask questions directly to CIMB Niaga's team about investments and their products (#GetWealthSoon)
- Provide a platform for students to share their views and experiences related to finance and investing.

5. Form of Activities:

1. Talkshow

2. Runthrough to start invest on OCTO Mobile

9.Speakers: (By PO Team)

10.Moderator: (By PO Team)

11.Target Participants: 300

TALKING POINTS

1.Introduction and Opening (5 Minutes)

- **Introduction of Speakers:**
 - Introduce the CIMB Niaga team and their backgrounds.
 - Brief overview of the talk show's objectives.

2.Starting with Interactive Questions to students (15 Minutes)

- Who saves a portion of their pocket money and how much of it?
- How many of you have a savings account or any form of savings?
- What are some of the financial challenges you face as students?

Or Quick (3-4 minutes) Mini-Pretest (Optional with google form and then present the graphic):

- **The Google Form Question**
 - How much is your monthly pocket money?
 - How much of your pocket money do you usually save?
 - Do you have a savings account?
 - How often do you add to your savings?
 - What are your main reasons for saving money?
 - If you had Rp 1,000,000 right now, how would you use it? (Save, Spend, Invest, Other)
 - What do you think is the biggest benefit of investing early? (Wealth Growth, Financial Security, Achieving Goals, Other)
 - How familiar are you with terms like 'stocks', 'mutual funds', or 'bonds'? (Very Familiar, Somewhat Familiar, Not Familiar at All)
 - What stops you from investing right now? (Lack of Knowledge, Not Enough Money, Too Risky, Not Interested)
 - If you could invest in one thing, what would it be? (Tech, Real Estate, Fashion, Other)

- Which financial goal is most important to you? (Saving for College, Buying Gadgets, Traveling, Other)

3. Overview of the "Get Wealth Soon" Campaign & Investment Awareness (15 Minutes)

- Explain the campaign and its goals that can be applicable to high school students
- Basic explanation of investment concepts and their benefits.
- Benefits of early investment and real-life success stories.
- How investing can help achieve long-term financial goals.

4. Discussion and Q&A Session (10 Minutes)

- Open the floor for students to ask questions about investments and CIMB Niaga's products.

5. Closing and Runthrough (15 Minutes)

- **Summary and Takeaways:**
 - Recap the key points discussed during the session.
- **Call to Action:**
 - Encourage students to explore CIMB Niaga's investment options and provide information (Runthrough) on how to get started. Give merchandise for them who start invest on site