



**TIRED OF THE
SAME OLD
EVENTS?**



**WANT TO
EXPAND YOUR
BUSINESS
REACH?**



**NEED FRESH
CSR OR TEAM-
BUILDING
INSPIRATION?**



2324 EXPERIENCES

CONTINUING TO SPARK GROWTH OVER A DRINK!



IT ALL STARTED IN APRIL 2024...

OUR FOUNDER, JOYCE TSANG, VENTURED INTO AN UNFAMILIAR REALM—F&B—WITH A DUAL VISION: TO EXPAND HER BUSINESS HORIZONS WHILE FOSTERING DEEPER CONNECTIONS WITH THE LOCAL COMMUNITY THROUGH STORYTELLING AND INSPIRATION.

FROM BUBBLE TEA TO STORIES

WITHIN A YEAR, JOYCE FACED COUNTLESS CHALLENGES AND MADE THE DIFFICULT DECISION TO CLOSE OUR PHYSICAL STOREFRONT. HOWEVER, SHE REMAINED COMMITTED TO GROWING THE BRAND THROUGH AN INNOVATIVE NEW MEDIUM: COMMUNITY-DRIVEN EVENTS.





1.
INSPIRE
CURATED STORYTELLING



2.
CONNECT
PAY-IT-FORWARD



3.
GROW
ONE-DAY EXPERIENCE



EXPERIENCE STRUCTURE

1. CURATED STORYTELLING

WE WILL HOST INTIMATE THEMED EVENTS FROM 30-70 PAX ON A WEEKLY, BIWEEKLY, OR MONTHLY BASIS. EACH EVENT WILL FEATURE A PANEL OF 3-5 SPEAKERS, INCLUDING JOYCE AS THE HOST, WHO WILL SHARE PERSONAL STORIES TIED TO THE THEME. SELECTED ATTENDEES WILL ALSO BE INVITED TO CONTRIBUTE THEIR OWN EXPERIENCES, FOSTERING A UNIQUE COMMUNITY BUILT ON SHARED STORIES AND MEANINGFUL CONNECTIONS.



1. THE HOST WILL RANDOMLY DRAW A SUBMITTED ATTENDEE'S NAME TO SHARE THEIR STORY.

2. SELECTED ATTENDEES WILL HAVE 1-2 MINUTES TO SHARE A PERSONAL STORY RELATED TO THE THEME.

3. OUR PANELISTS WILL ENRICH EACH STORY BY OFFERING INSIGHTS AND ASKING THOUGHT-PROVOKING QUESTIONS TO DEEPEN THE DISCUSSION.

4. ATTENDEES WILL HAVE DEDICATED TIME TO PHYSICALLY CONNECT WITH OTHERS WHOSE STORIES RESONATED WITH THEM.

THINK "KILL TONY" FORMAT

2. PAY-IT-FORWARD

AFTER REGISTERING AS 2324 MEMBERS, ATTENDEES GET TO RECEIVE A FREE DRINK AND ACCESS FREE OR PURCHASABLE MERCHANDISE. WHILE THERE IS NO CHARGE FOR ATTENDING THE EVENT, ATTENDEES WILL BE ASKED TO CHOOSE FROM THREE TIERED DONATION AMOUNTS TO SUPPORT FUTURE PARTICIPANTS.



COMMUNITY IDENTITY



Ready to have a drink?

Spark growth with us at 2324!

— Login / Register —

Mobile No.

+852



95751882

Continue

PAVE THE WAY FORWARD BY PAYING \$90/
\$120/ \$150 FORWARD FOR ANOTHER
INDIVIDUAL TO ATTEND OUR NEXT EVENT!

3. ONE-DAY EXPERIENCE

CORPORATIONS LOOKING TO EXTEND THEIR REACH AND CSR COMMITMENT CAN SPONSOR AN EVENT, RESULTING IN US PLACING INDIVIDUALS INTO ONE-DAY ON-THE-JOB EXPERIENCES TO SEE WHAT IT IS LIKE TO WORK IN A SPECIFIC INDUSTRY.



POTENTIAL ONE-DAY EXPERIENCES



好想和我嘅老師去做一個演唱會

ONE-DAY DANCER



ONE-DAY FARMER



咁所以放工之後先做棟篤笑

ONE-DAY COMEDIAN



以及負責水彩嘅插畫創作

ONE-DAY ARTIST

A large, stylized magnifying glass graphic is positioned on the right side of the image. The magnifying glass has a dark grey handle and a circular lens. The lens is partially filled with a light blue color, matching the background. The text "WE'RE LOOKING FOR..." is written across the lens in white, bold, uppercase letters.

WE'RE LOOKING FOR...



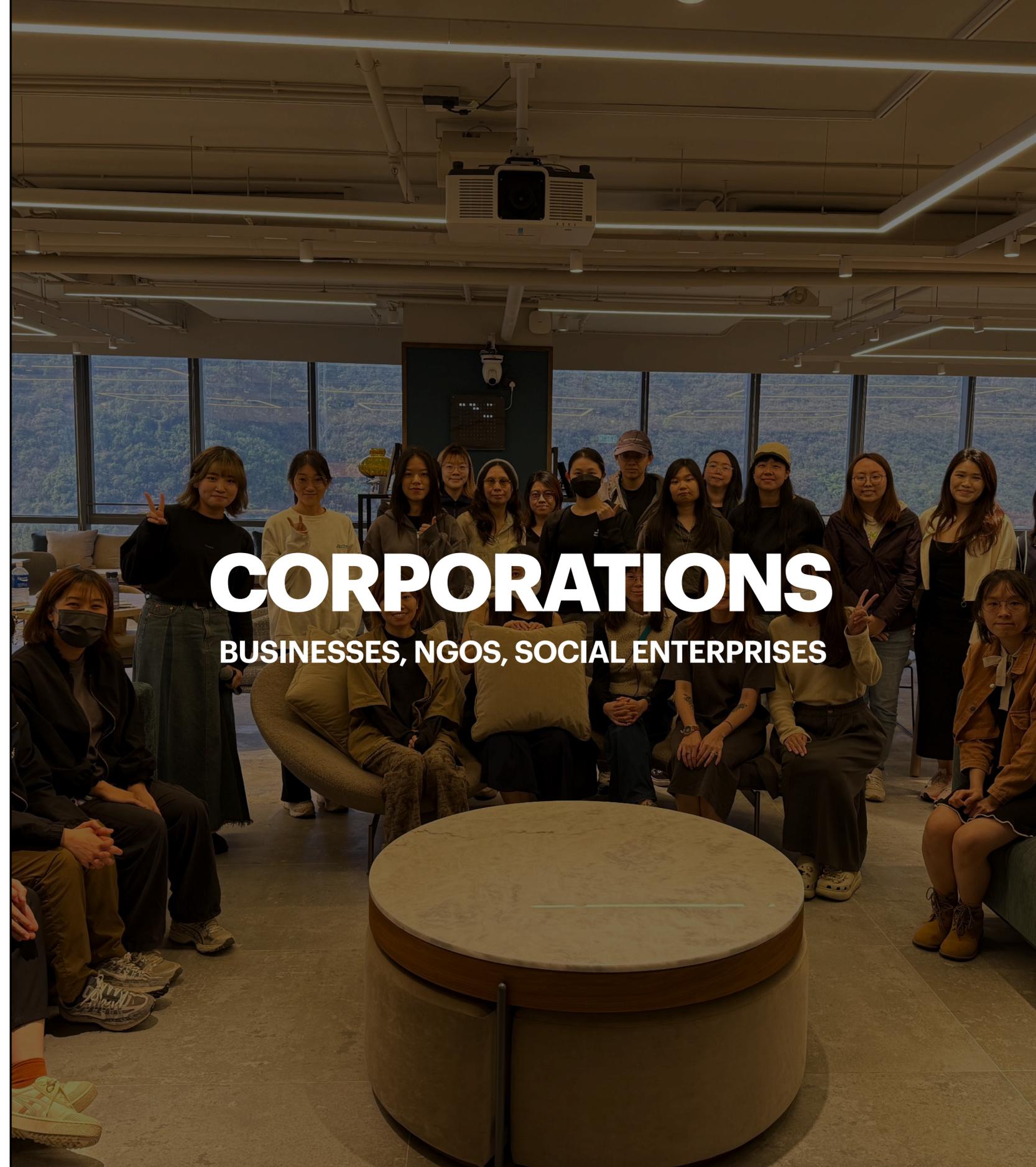
INDIVIDUALS

ANYONE WITH A STORY TO TELL



PARTNERS

TO PROVIDE ONE-DAY EXPERIENCES AND VENUE



CORPORATIONS

BUSINESSES, NGOS, SOCIAL ENTERPRISES

INCREASED REACH
AND ENGAGEMENT

INDIVIDUALS

- NETWORKING
- STORIES AND INSPIRATIONS
- SENSE OF COMMUNITY

PERSONAL AND
INSIGHTFUL SESSIONS
MORE UNIQUE THAN
REGULAR
NETWORKING AND
LUNCH AND LEARNS



PARTNERS

- BRAND AWARENESS
- HIRING INSIGHTS
- PR AND CONVERSION

SUPPORT LOCAL
COMMUNITY
AND SMALL
BUSINESS
OWNERS

CORPORATE

- CSR FULFILMENT
- EMPLOYER IMAGE
- TEAM BUILDING

WHY US?



EXISTING MEMBERSHIP SYSTEMS

200 MEMBERS AND GROWING!

COMPREHENSIVE MARKETING CHANNELS
(LINKEDIN, WEBSITE, EDM, IG, YOUTUBE)

STRONG COMMUNITY-IDENTITY

INDUSTRY THOUGHT
LEADER RECOGNITION

EDUCATION AND
EVENTS EXPERIENCE

EXPERIENCED IN PARTNERSHIPS

EXISTING PROFESSIONAL NETWORK



**YOU'RE NOT JUST
ATTENDING AN EVENT —**

**YOU'RE PAVING THE WAY FOR TRANSFORMATIVE
EXPERIENCES, BOTH FOR YOURSELF AND OTHERS,
THAT SIMPLY CAN'T BE FOUND ELSEWHERE.**



**JOIN US +
CONTACT US
FOR MORE
INFORMATION!**

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