





INTRODUCTION

Incorporated in Malaysia on 7th March 2000 as a private limited company.

Reinvented on 7th January 2016 under **Adrenaline Multimedia Productions Sdn Bhd (AMP)** as a one of four business units



THE BEGINNING

1st pre-incorporation project was the highly successful creatives,
production and management of

Bangsar Millennium Street Party 2000, December 1999

sponsored by Salem Cool Planet and hosted by Bangsar Baru Business Council



1ST MAJOR EVENT

1st post-incorporation project was the highly successful official launch of **The Entertainment Village, Cyberjaya** September 2000 by Dato Seri Dr. Mahathir Mohamad, Prime Minister of Malaysia in the role of Stage Management of the Welcome Reception, Cultural Procession, Stunt Display, Virtual Studio and Sound Stage One – **“We’re Making A Movie”** – graced by Jackie Chan.



MOST RECENT MAJOR EVENT

The most recent major event was the 12th ASEAN Finance Ministers Meeting Gala Dinner in the role of Production Manager



1ST MAJOR THEATRICAL

Our 1st major theatrical was **Dama Orchestra Presents “The Songs In Me”** The Actors Studio Theatre Kuala Lumpur, December 2000 in the role of Front-of-House Management



MOST RECENT MAJOR THEATRICAL

Our most recent major theatrical was License To Thrill: A Bond Concert 2014 by Limelight Entertainment Sdn Bhd @ Istana Budaya, 14-16 November 2014.

It featured London's West End star David Shannon and Simon Bailey along with Jaclyn Victor, Nikki Palikat and Salamiah Hassan. **Adrenaline!** provided the Production Management



SPECIAL PROJECTS

Our most recent special project was the creation, production and management of **Stadium Astro Sokker Safari 2009** for Astro at Stadium Putra, Bukit Jalil Outdoor Carpark in conjunction with Manchester United FC Asian Tour 2009, July 2009

This was a series of events starting Danga Bay, Johor Baru in conjunction with the launch of 2009 FIFA Confederation Cup and ending with the final event at Sunway Lagoon Theme Park in conjunction with the final of the FIFA 2010 World Cup South Africa



SPECIAL PROJECTS

Global EHS 9 Life Saving Rules campaign Video Production
for Alstom Power.

Runner-up winner for Alstom D2E Worldwide Awards 2014



SPECIAL PROJECTS

Our most successful special project was the creation, production and management of

Digi Amazing Malaysian 2007

“The Heritage Architect of Kedah”

“The Shadow Player of Kelantan”

“The Rhythm Master of Negeri Sembilan”

“The Kristang Poet of Melaka”

“Digi Amazing Malaysian Coffee Table Book” launch in 2008.

These projects won the prestigious Prime Minister’s CSR Award for Best Overall CSR Programme as well Culture and Heritage Award at the inaugural CSR Awards Malaysia



OTHER NOTABLE SPECIAL PROJECTS

Among our notable special project are

Luminous 2009 @ Sydney Opera House curated by Brian Eno;
Vivid Live 2010 @ Sydney Opera House curated by Lou Reed & Laurie Anderson

Standard Chartered Creative Connections 2009 Langkawi with notable presenters
Kofi Anan and Tata Young

Standard Chartered Financial Markets Forum 2009 with notable presenter Jim Rogers

MTV Asia Awards 2008 featuring Leona Lewis, One Republic, Click 5, The Script,
Jared Leto, Karen Mok , Panic At The Disco, The Pussycat Dolls and Jabberwockies
among others



OTHER NOTABLE SPECIAL PROJECTS

World Youth Day Sydney 2008 officiated by Pope Benedict XVI

Terengganu World Endurance Championship 2008 Principal Sponsor Hospitality Suite
for DYMM Sultan Mizan Zainal Abidin ibni al-Marhum Sultan Mahmud al-Muktafi
Billah Shah

UMNO 66 Anniversary 2012 Stadium Nasional Bukit Jalil

In various roles including event management, logistics management, production management, stage management and technical production



OTHER NOTABLE SPECIAL PROJECTS

Ritmo do Brasil 2010, 2011, 2012 & 2015

The annual festival for Grupo Bantus Capoeira Malaysia (GBCM) which is listed as one of the top 10 must go events in Time Out KL magazine

1st Asian Rhythm Facilitators Conference (1ARFC)
Batucada and Capoeira Music Workshop
for Grupo Bantus Capoeira Malaysia (GBCM)



OTHER NOTABLE SPECIAL PROJECTS

World Challenge 2013 Kennedy Time
for Bubbles Dive Resort, Pulau Perhentian, Terengganu, Malaysia

In various roles including event management, logistics management, production management, stage management, artistic direction and technical production



OUR SERVICES

The previous list is a limited feature of a huge portfolio of events, entertainment, theatre, film, television and special projects by *Adrenaline!*

The comprehensive list is available by request and features an extensive catalogue of locations, luminaries and lauds in a wide range of capacities including creatives, production, management, artistic direction, set design, costume design, lighting design, prop making, technical production, rigging, set construction, writing, visual design, graphics design, video and audio design/recording/production, logistics, safety, security, television, film, radio and stage talent, marketing, media relations and theatre engineering.



OUR CREDITS

We only feature what we actually work on in a hands on capacity and we only take credit that is due for our own work. And we are proud of it!

This is possible because we collaborate with a huge team of specialists and talents who complement, enhance and enrich our services. The next part of the presentation will feature our associates...



OUR ASSOCIATES - KENNEDY J MICHAEL

Kennedy J Michael – Founder/Manager

Kennedy is one of the few crossover professionals in Malaysia who work in theatre, dance, music, television, radio, live entertainment, film, events and new medium. His skills cover the artistic, technical, production, design, creative, communications, advertising, marketing, promotions, strategy and management disciplines.

He is also a stage (BOH Cameronian Award nominated), television and film actor, award winning voice over actor, award winning song writer and musician, award winning writer, director, producer and designer. He has a passion for excellence in life. Most recently he appeared in a supporting cast role in the BBC UK production of Indian Summer.

Kennedy has over 25 years of experience in entertainment, theatre, music, live events and special projects in various capacities from DJ, MC, Producer, Stage Manager, Production Manager, Technical Manager, Logistic Manager, Artiste and Audience Manager to Safety and Security Management



OUR ASSOCIATES - SYUEN TOH

Syuen Toh-Founder/Manager

Syuen has been organising various education industry and corporate events since 2000, in her capacity as Administrator for the Asia Pacific Regional Education Management Office for a number of UK universities.

She is also a coordinator and invigilator for the London College of Music (LCM) Examinations for Kuala Lumpur. She was awarded the Honorary of London College of Music (HonLCM) in 2012 for her contribution to LCM Examinations.

Since 2015, Syuen has assumed the role of *Monitor* (Manager) for Grupo Bantus Capoeira Malaysia (GBCM) and has been coordinating all events, activities, programmes and classes.

She had spent a year in customer care in the healthcare industry.



SUMMARY

We have worked with various specialists from around the world, who are at the top of their game, in knowledge, ability, experience, training and creativity. Each specialist has a proven track record in their respective fields and we have successfully worked together on many projects, at home and abroad.

We believe that we can dream, design, do and deliver to make your desire a reality in a safe, professional and unique way...



CONTACT US

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