

ADM AZES

TECHNOLOGY EMPOWERED EVENT, SPEAKER & GUEST MANAGEMENT



Who are we?

Admazes is a marketing and event agency and data technology provider that applies AI, data, research and technology to deliver high-quality business outcomes.

We bring the same **research discipline, data accuracy and structured process excellence** to attendees and guest management. From candidate identification and due diligence through to invitation, coordination and onsite execution, we deliver a systematic and insight-driven approach that reduces risk and raises service standards.

Our capability is further strengthened by a team of **experienced professionals with proven track records in high-level speaker and attendees' management**.

By combining advanced research tools, AI-enabled efficiency and seasoned operational talent, Admazes is well positioned to deliver **reliable, precise and professional speaker and attendees management** for complex programmes.

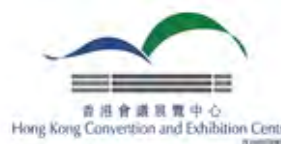


EXPERIENCE

Well-recognized by reputable clients
from various sectors and industries



教育局
Education Bureau



SPEAKER & GUEST MANAGEMENT & RESEARCH

GUEST & SPEAKER MANAGEMENT SERVICE

We provide a complete service covering attendee research, invitation and due diligence, star speaker coordination, concierge support, programming and professional onsite management.

Our team has continuous, hands-on experience supporting event programmes for events over multiple years.

This sustained involvement has given us deep operational knowledge of the expectations of senior principals, government stakeholders and international speaker and audience.

RESEARCH

We conduct thorough participants research to identify suitable candidates aligned with programme objectives and audience profile.

DUE DILIGENCE

We perform structured background checks and risk assessment to support informed participants selection decisions.

PROGRAMMING

We deliver programme development by aligning speaking sessions, formats and flow to create a coherent and engaging overall agenda.

INVITATION

We manage the full invitation process, from initial outreach and follow-up to confirmation and status tracking.

MATERIAL PREPARATION

We coordinate and prepare all required speaking materials, including biographies, photos, presentations and briefing packs.

CONCIERGE

We provide dedicated concierge support covering travel, accommodation, hospitality and personalised attendees care.

PANEL BRIEFING

We organise and facilitate speaker and panel briefings to ensure alignment on session objectives, format and timing.

ONSITE MANAGEMENT

We deliver professional onsite support including registration, speaker green room management, escorting and real-time coordination.

OUR TALENT

Our team is structured to deliver reliable, discreet and high-quality event and attendee management, with clear accountability and the flexibility to respond effectively to evolving programme needs.

ANITA CHAN - Project Manager

A seasoned project manager with over 10 years of experience in high-level speaker and VIP management in Hong Kong. She has led end-to-end speaker workstreams for major conferences and institutional programmes, overseeing invitation, coordination, multi-vendor liaison and onsite execution. Demonstrated ability to manage sensitive communications with senior principals and stakeholders, and to deliver under tight timelines with zero critical incidents.

Key Strengths

- Strong strategic oversight of the full speaker management workstream combined with hands-on operational control
- Excellent stakeholder management across government departments, international speakers and external vendors
- Proven track record in maintaining strict confidentiality and professional standards required for high-profile speaker programmes

SUZETTE SU - Project Team Member

An experienced project executive specialising in speaker and guests' invitation management, communications, documentation control and logistics coordination for conferences and VIP programmes in Hong Kong. She has particular strength in maintaining accurate speaker and VIP trackers, producing trilingual materials, and ensuring smooth information flow between speakers & guests, internal teams and external partners throughout the attendee management cycle.

Key Strengths

- Highly detail-oriented and systematic in managing large volumes of speaker data and status updates
- Strong written communication skills in English, Traditional Chinese and Simplified Chinese
- Reliable in meeting tight deadlines and adapting quickly to last-minute speaker and programme changes

OUR TALENT

SEAN WANG - Due Diligence Researcher

A research and due diligence specialist with experience supporting high-profile event programmes for government and institutional events. Skilled in conducting background research on potential speakers and guests, verifying professional credentials, identifying potential reputational or compliance considerations, and preparing clear, concise reports to support informed speaker selection decisions.

Key Strengths

- Thorough and systematic research approach with strong analytical ability
- Able to synthesise complex information into clear, actionable reports for senior stakeholders
- High level of discretion and understanding of data privacy and confidentiality protocols

SPEAKER & GUEST MANAGEMENT

We apply an **accurate, detailed and well-structured working process** to speaker and guest management. From initial research and invitation through to briefing, logistics coordination and onsite execution, every stage is clearly defined, tracked and documented. This disciplined approach ensures **consistency, minimises errors and enables smooth coordination across speakers, guests, organisers and external vendors.**

RESEARCH & DUE DILIGENCE CAPABILITY

We possess strong research and due diligence capability, combining AI-powered tools with established Mainland research methodology to deliver **accurate and comprehensive speaker and guest assessments.** This dual approach enables us to conduct in-depth background research on both **Mainland China and overseas speaker and guest,** covering professional credentials, public profile, speaking history and potential reputational considerations. The result is reliable, well-structured insights that support informed speaker and guest selection and risk management.

PROGRAMMING

We support programme development by combining **current market trends with relevant policy directions** to design sessions that are timely, relevant and well received. We help shape speaker line-ups, session formats and overall programme flow to create engaging and purposeful agendas that align with both audience expectations and the strategic objectives of the event.

EXPERIENCED WORKING WITH CELEBRITY SPEAKER AGENCIES

We have established working experience with leading celebrity speaker agencies and external vendors, including **Creative Artists Agency (CAA), China Speakers Agency, Bloomberg and other professional speaker networks**. We are familiar with agency coordination processes, requirement alignment and service delivery standards, enabling us to manage high-profile speaker engagements efficiently while maintaining clear communication and professional execution throughout the process.

“WHY ADMAZES FOR SPEAKER & GUEST MANAGEMENT”

Structured end-to-end attendee management process covering research, due diligence, invitation, coordination, briefing, concierge and onsite execution

Strong research and due diligence capability to support selection

Trilingual communication strength (English, Traditional Chinese and Simplified Chinese)

Proven experience coordinating with government stakeholders, local + international speakers and guests and multiple vendors

Dedicated onsite team with clear role accountability for registration, green room, stage liaison and real-time support



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