


COMPANY PROFILE

# BACKYARD EVENT MANAGEMENT

LET'S GO!



**BackYard**  
event management



At **Backyard Event Management (By-EM)**, our purpose is simple: to live and deliver WOW.

2021, we began our dream... We providing the very best customer service, customer experience, and company culture. We aim to inspire the world by showing it's possible to simultaneously deliver happiness to customers, employees, vendors, shareholders, and the community in a long-term, sustainable way.

We do it quietly, until people could hardly hear our initial movement. But in the future, they will be surprised by the existence of **By-EM**. Our silence is the power to create a great echo.

# ABOUT US

BackYard Event Management  
(By-EM)





# WHO WE ARE

## Our Beginnings

In the beginning 2021, from small discussion between some of By-EM's founders, At that time, by identifying the gap between what customers needed, what employees needed and what Management could achieve, they decided to start a new company.

The idea is simple in concept but not simple in implementation. They want to serve customers but also provide benefits to employees.

With hard work, By-EM wants to make that happen.

# WHAT WE LIVE BY

## Our Core Values

At **By-EM**, our 7 (seven) Core Values are more than just words. They're a way of life.

Based on experience, **By-EM** list down on what they thought the company's core values should be. Hundreds of ideas, which resulted in some foundational themes. This list was further narrowed down, until the Core Values were decided.

As well as differentiating, these beliefs create a framework for **By-EM** actions. These values guide everything we do, including how we interact with our employees, how we interact with our customers and community, and how we interact with our vendors and business partners.

As we grow, our processes and strategies may change, but these 7 (seven) Core Values will remain the same.

1. Give WOW Through Service
2. Create Fun and A Little Weirdness
3. Be Adventurous, Creative, and Open-Minded
4. Mutual Communication, Build Open and Honest Relationships.
5. Build a Positive Team and Family Spirit
6. Be Passionate and Determined
7. Be Humble



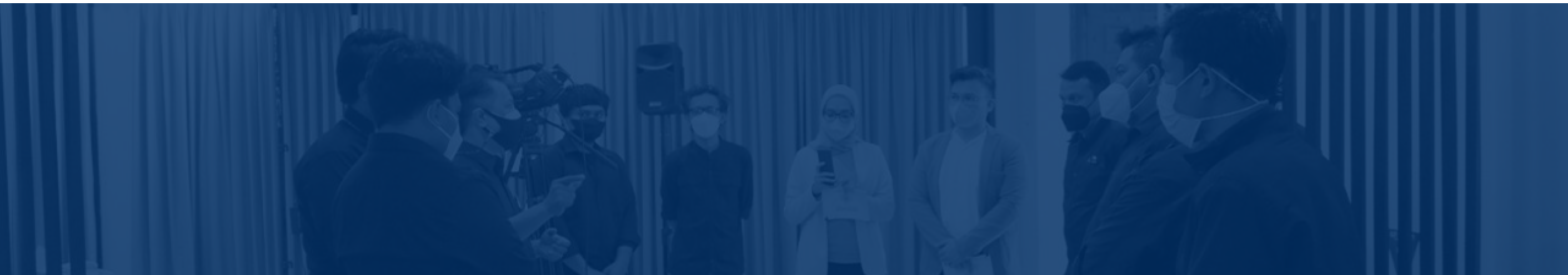
# WHY CULTURE MATTERS

## Company Culture

**By-EM** is not an average company. Our service is not average, and we don't want our people to be average.

For all our emphasis on customer service, our #1 priority is company culture. It's what makes us successful. And in our culture, we celebrate and embrace our diversity and each person's individuality.

Our culture would not be what it is without effort of all Backyarders. We are all protectors and cultivators of the Backyarders culture; it's what makes it unique and something that grows every day.



# HOW WE WORK

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At **By-EM**, everybody is given the keys to drive the company forward.

In most companies, new ideas have to be approved by a manager or a chain of managers. As a company that uses a self-managed organizational structure, we encourage Backyarders to identify areas of opportunity within the organization and propose solutions. At its core, self-management means knowing exactly what you are responsible for and having the freedom to meet those expectations however you think is best.

We've evolved how we use self-organization to find ways to layer our culture, core values, and focus of people into the system in a way that works for us.



# OUR SERVICES

## EVENT PLANNER

Our teams has proven record in delivering many magical moments in each and every event to Individuals and Corporates. The magic is born from the hand of our young & talented team. What you dream is what will you get, what you get is the unforgettable events

## MICE PLANNER

Whether it's a meeting, seminar/ workshop, conference, exhibitions for the national and international scale or Virtual Events ?, our event managers will handle with care and bring them to life

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## VIRTUAL EVENT

Starting from identifying needs, curating participant data, formulating concepts and enriching the various information that USER wanted to convey at one time, so that the aims and objectives of the event were fulfilled. Management of activity content which includes - but is not limited to - coordination of all related functions & activities in creating an event flow that is in tune with the impressions and messages that USER wants to convey to its audiences.

## TEAM BUILDING

We will give insight to create a positive mental attitude. From low impact FUN GAMES, ART-BOUND (an edutainment concept) to Outbound Training Program, from fun to appraised program, Our teams will lead, design stimulating program and directly coach to achieve the thirst of personal development. We can also draw on our resources in providing experienced trainers.





**BackYard**  
virtual studio

# OUR PORTFOLIO

At Backyard Event Management (By-EM),  
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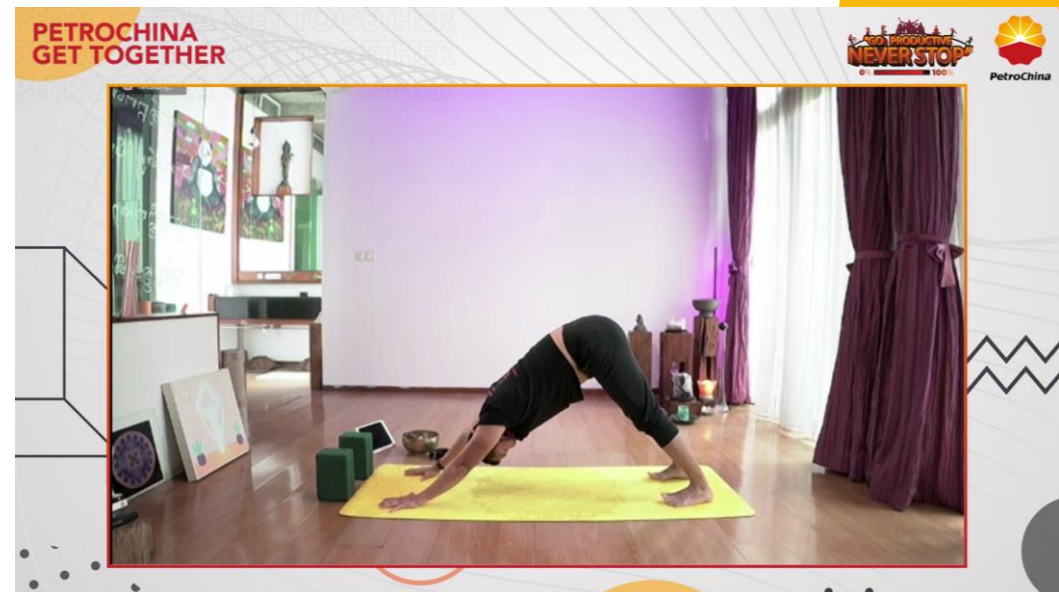
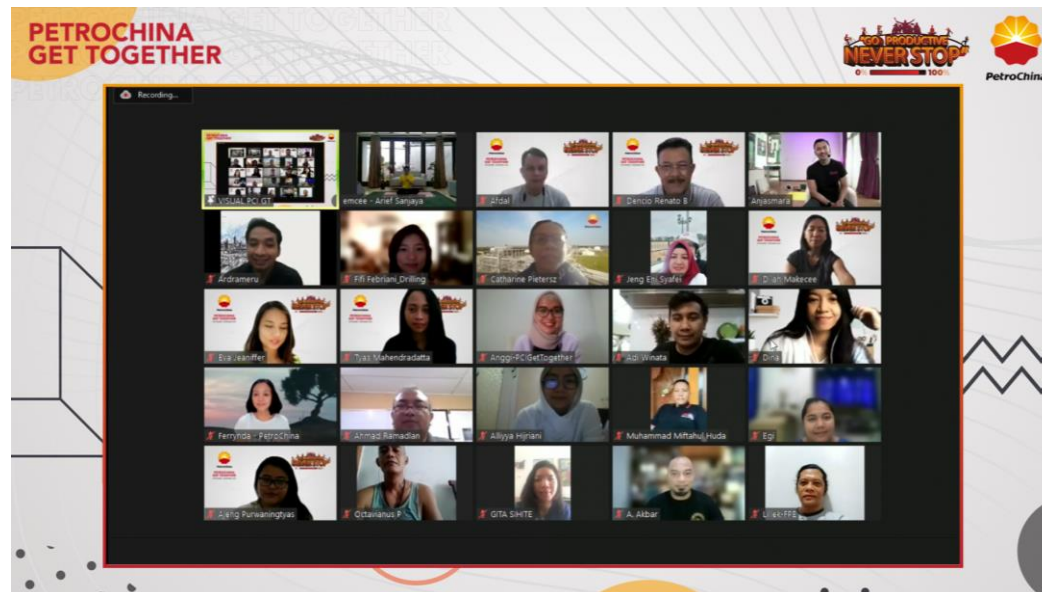
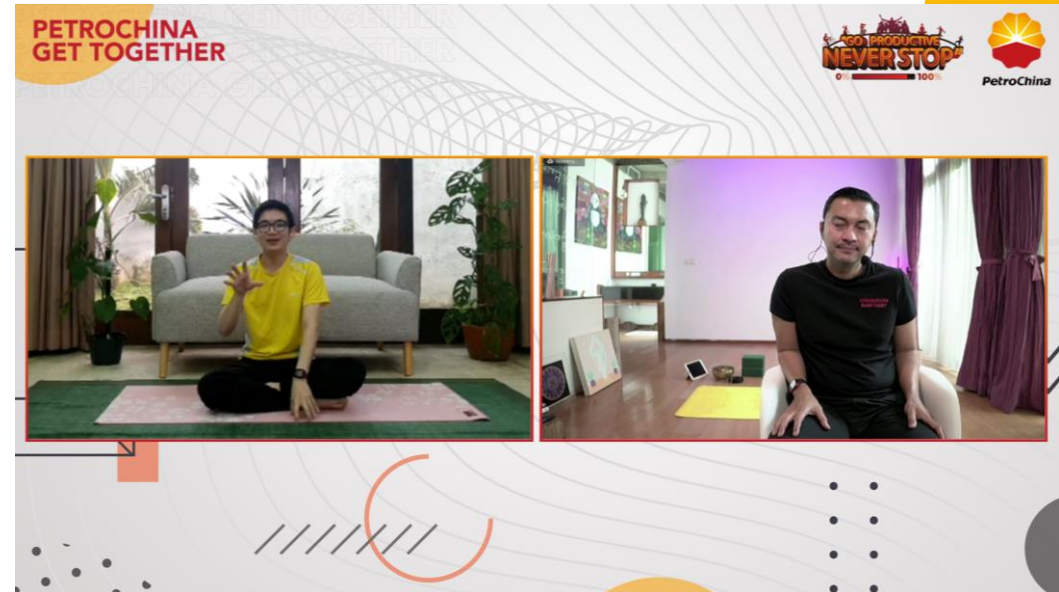
## TWO YEARS

LET'S GO! >

Backyard Event Management

# PT. PETROCHINA INDONESIA

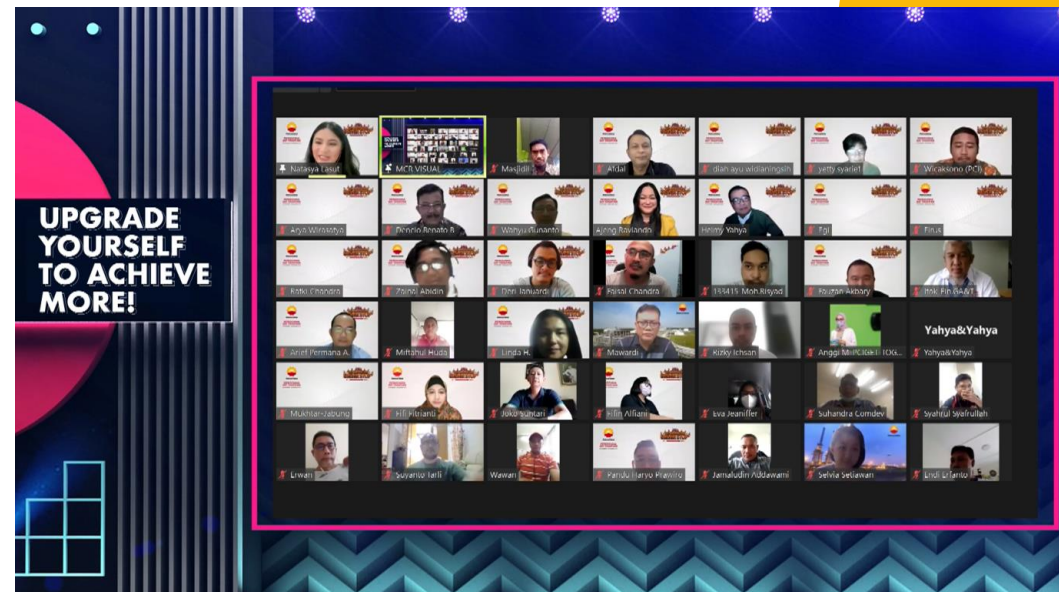
## VIRTUAL EMPLOYEE COMMUNITY 2021 EVENT - HYBRID





# PT. PETROCHINA INDONESIA

VIRTUAL EMPLOYEE COMMUNITY 2021  
EVENT - HYBRID





# PT. PETROCHINA INDONESIA

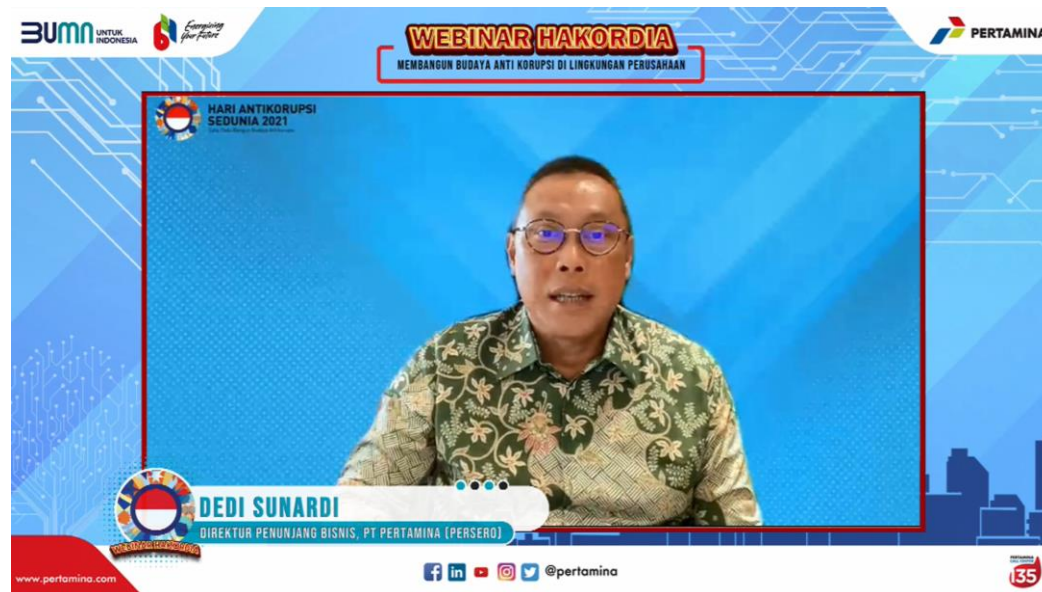
## VIRTUAL EMPLOYEE COMMUNITY 2021 EVENT - HYBRID





# PT PERTAMINA (Persero)

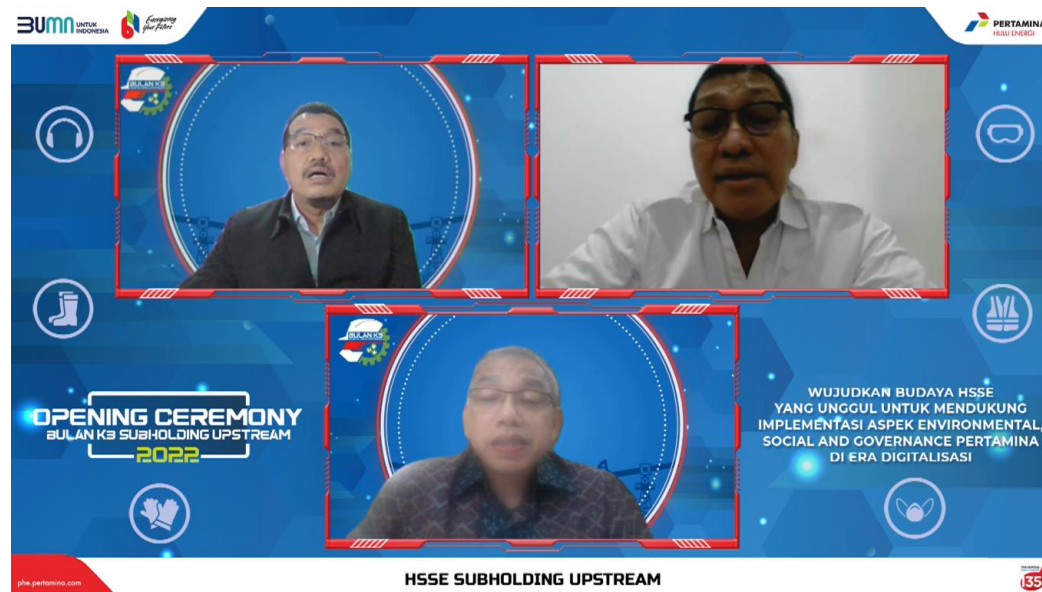
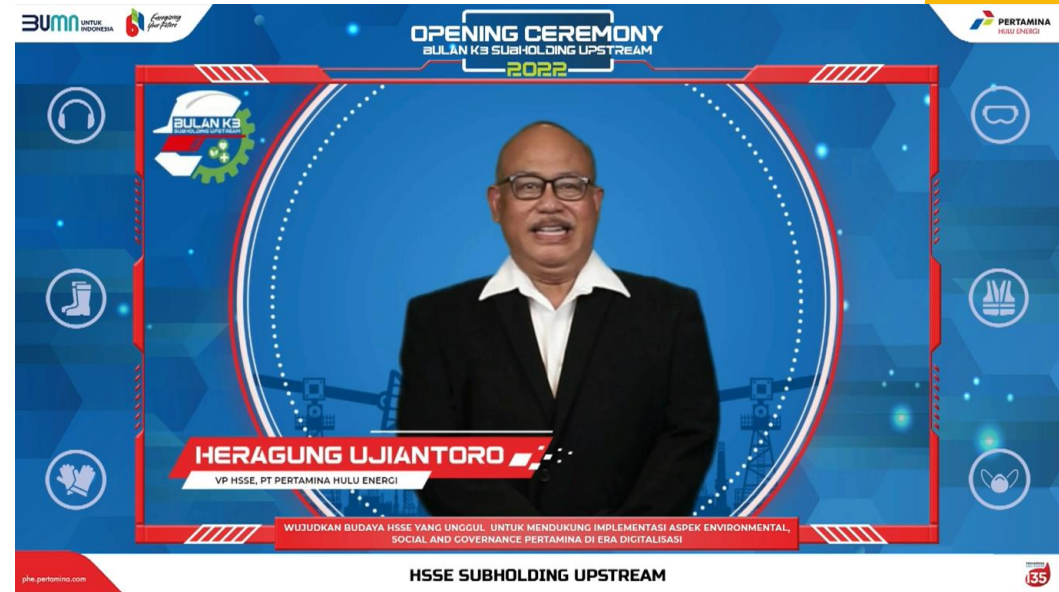
## LIVE EVENT SEMINAR HARKODIA 2021 VIRTUAL REMOTE





# PT PERTAMINA HULU ENERGI

## OPENING BULAN K3 2022 EVENT - HYBRID





# PT PERTAMINA (Persero)

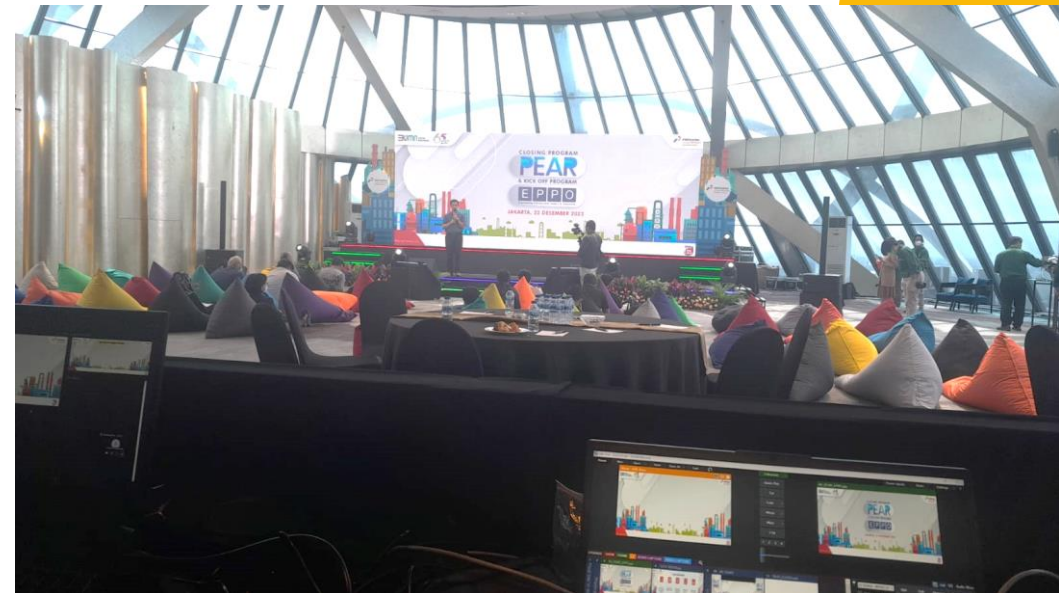
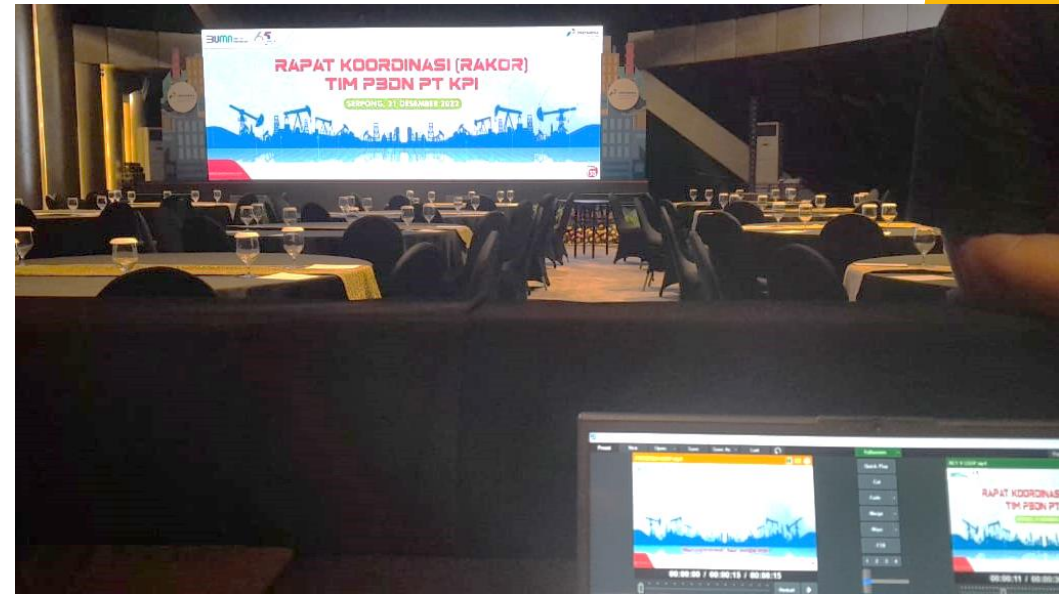
## FORUM SHARING CIP - NON TEKNIS 2022 VIRTUAL REMOTE





# PT KILANG PERTAMINA INTERNASIONAL

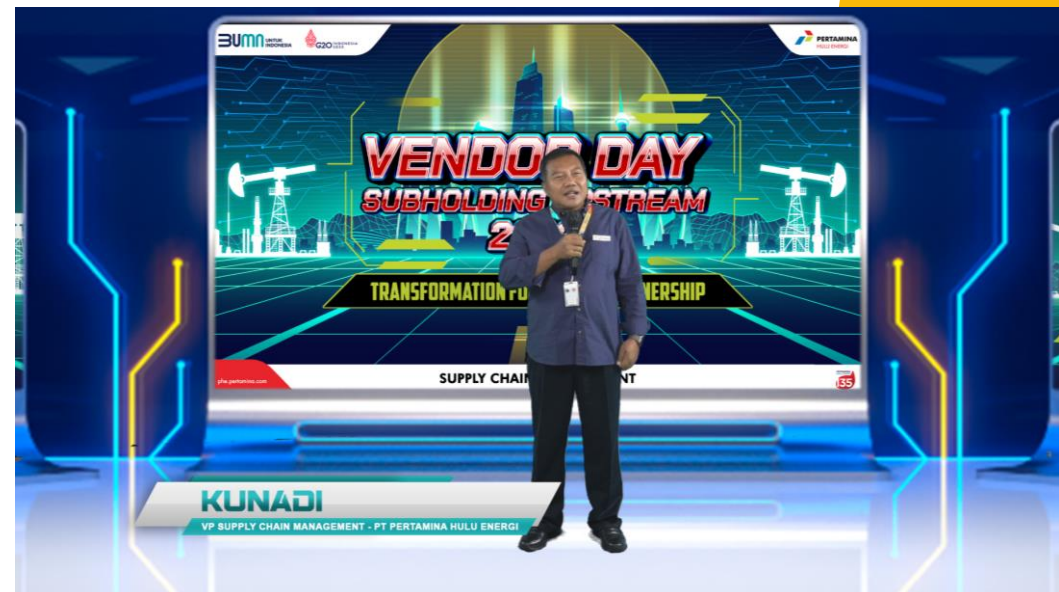
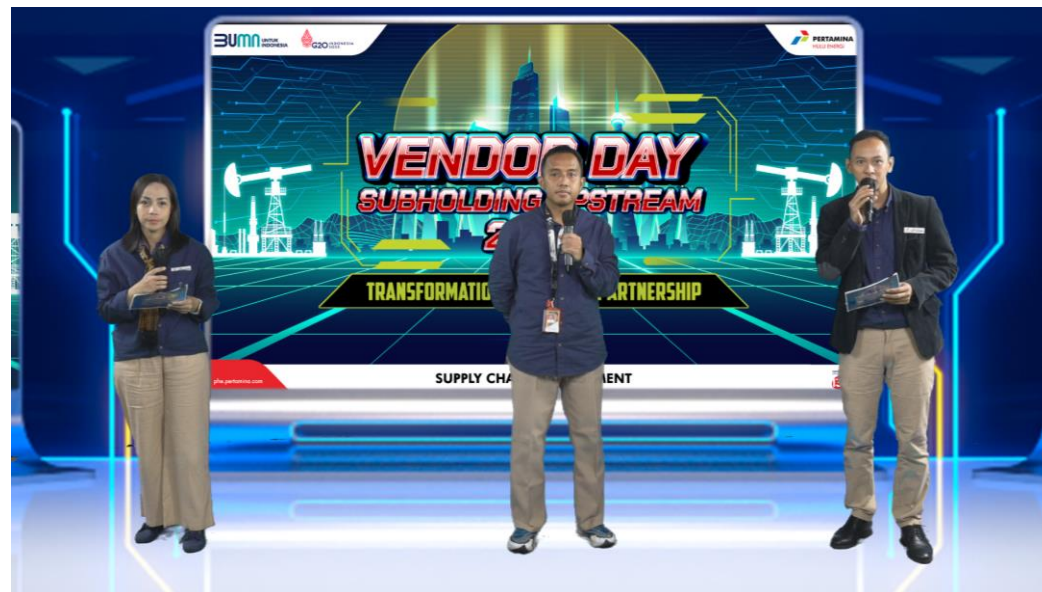
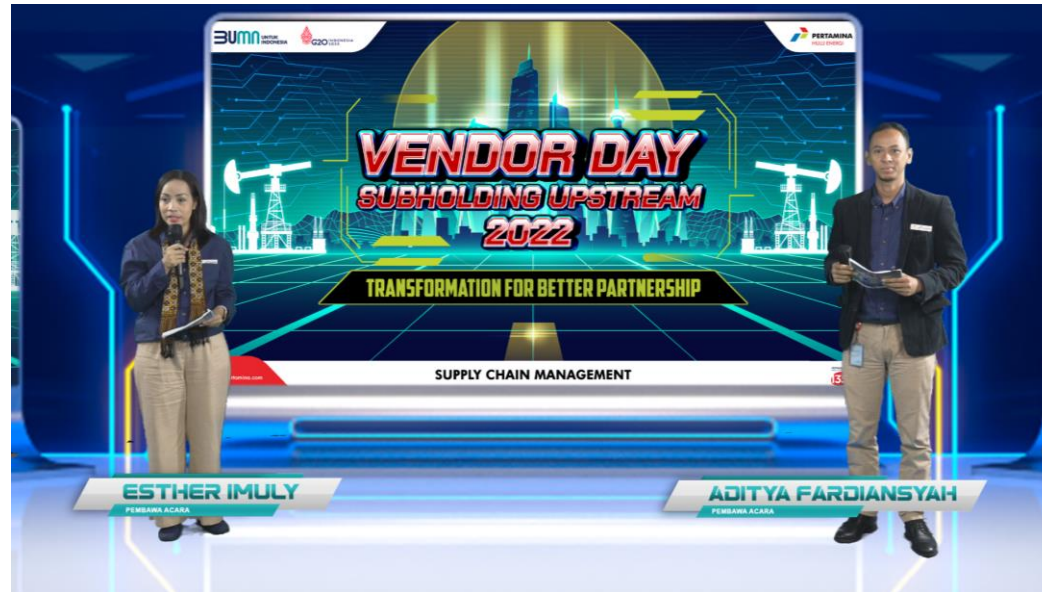
RAKOR KE-8, TIM PEDN 2022  
EVENT - HYBRID





# PT PERTAMINA HULU ENERGI

VENDOR DAY SHU PHE 2022  
EVENT - HYBRID





# PT PERTAMINA GEOTHERMAL ENERGY

GEOVATION 2022  
EVENT - HYBRID









# PT PERTAMINA (Persero)

APQ AWARDS 2023  
EVENT - HYBRID









# PT PETROCHINA INDONESIA

## LIFE SAVING RULES PROGRAM 2023





# PT PERTAMINA GEOTERMAL ENERGY Tbk

## OPENING & CLOSING CEREMONY GEOVATION 2023





# PT PERUSAHAAN GAS NEGARA (PGN)

OPENING CEREMONY FORUM SHARING CIP SHG 2023  
CLOSING CEREMONY FORUM SHARING CIP SHG & CELEBVATION 2023





# PT PERTAMINA HULU ENERGI

## OPENING & CLOSING BULAN K3 2024 EVENT - HYBRID





# PT INSPIRING MAKMUR SEJAHTERA

## INSPIRING LEADERS CONFERENCE 2024





# PT BANK RAKYAT INDONESIA (BRI)

## PARTNER GATHERING 2024





# PT PERTAMINA HULU ENERGI

## EMPLOYEE WELLBEING WEEK 2024







# THANK YOU

**BACKYARD EVENT MANAGEMENT**  
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