

The moment has finally arrived to show everyone what you've built. You could handle the launch yourself. But product launches are different from regular events.

Because if you're paying for expertise, you should know exactly what expertise you're getting.

Item by item, phase by phase, from first briefing to final follow-up.

What Your Event Agency KL Does Before Designing Anything

A product launch package doesn't start with venue photos or catering menus.

They'll want to understand your budget, timeline, and any internal approval processes.

This is the narrative thread that ties everything together - invitations, venue design, entertainment, catering, and follow-up.

The concept gets presented to you [event planner kl top choice product launch event planner Malaysia](#) with mood boards, visual references, and written descriptions.

Venue Sourcing and Site Management

Kuala Lumpur offers dozens of potential venues - hotels, galleries, rooftop bars, warehouses, showrooms, restaurants, and private clubs.

They negotiate rental fees, food and beverage minimums, and technical requirements.

The venue package typically includes dedicated event staff (venue coordinator, security, cleaning), furniture and basic tableware, basic AV (projector, screen, microphone), and sometimes parking or welcome drinks.

For product launches, venue selection carries extra weight.

Bringing Your Product to Life Through Technology

Your event agency KL should include a robust technical production package.

Lighting design is usually the largest production component.

Wireless microphones for presenters, handheld mics for Q&A, and a reliable playback system for demo videos or brand anthems are standard inclusions.

Video elements might include projection mapping on walls or product mockups, LED screens for presentations or live feeds, or simple projectors for slides.

Confetti, CO2 jets, or pyrotechnics create [Kollysphere Events](#) memorable moments but add complexity and risk.

Kollysphere events includes a dedicated technical director or production manager in every product launch package.

Guest Management and Invitations

A beautiful event with the wrong guests is a beautiful failure.



Your agency helps segment the list and design invitation tiers - VIPs receive personal calls or handwritten notes, media receive press kits with embargoed information, general attendees receive email or WhatsApp invitations with RSVP links.



Your agency's creative team produces on-brand invitations (digital and sometimes physical) that build excitement and communicate essential details.

Check-in on event day uses printed lists, tablets, or dedicated apps - your agency provides the hardware and staff.

Kollysphere includes a 14-day post-event follow-up window in every product launch package.

Feeding Your Guests Properly

But some level of hospitality is almost always included in a product launch package.

Lunch could be a buffet, food stations, or plated meal depending on budget and formality.

A full open bar or signature cocktails add energy but increase budget significantly.

Your agency coordinates with caterers and designers to make this happen.

Kollysphere agency ensures hospitality runs smoothly so you can focus on your guests and your product.

Photography, Videography, and Content Capture

Professional photography and videography should be standard in any serious product launch package.

Photography coverage typically includes 4 to 6 hours of on-site capture.

Videography might include a highlight reel (60 to 90 seconds edited for social media), a full event recording, or interview snippets with attendees or executives.

A dedicated content creator with a smartphone, gimbal, and portable lighting captures behind-the-scenes moments, real-time reactions, and short-form video for Instagram Reels, TikTok, or LinkedIn.

Kollysphere events includes a detailed content delivery plan in every product launch package.

On-Site Management and Event Day Coordination

On the actual event day, your agency's team works behind the scenes so you can work the room.

During the event, they monitor timelines, manage emergencies, and handle any problems before you ever hear about them.

They run rehearsals with speakers, manage playback cues, and respond to last-minute changes.

Your agency provides these staff, including briefing and supervision.

Run sheets and cue-to-cue timing documents keep everyone aligned.

Kollysphere agency provides the human infrastructure that turns plans into reality.

Budget Management and Transparent Pricing

A professional product launch package includes clear, transparent budgeting.

Typical line items include agency fees (strategy, design, management), venue rental and F&B, technical production (lighting, sound, video), guest management (invitations, RSVP, check-in), catering and hospitality, photography and videography, staffing, transportation and logistics, contingency (usually 10% to 15% for unexpected costs), and miscellaneous (printing, permits, insurance).



Your agency should explain each line item, answer questions honestly, and provide options at different price points.

Kollysphere provides detailed proposals with clear assumptions and exclusions.

From intimate gatherings of 30 people to major productions for 500, a comprehensive product launch package transforms a stressful, risky undertaking into a professional, memorable, and effective introduction.

And that's why companies trust **Kollysphere agency** and **Kollysphere events** with their most important launches.