

Profile write-up (up to 300 words) and a recent high-resolution professional photo

Miko Tan is a dynamic leader in events and brand activation, recognized for driving impactful consumer engagement and sustained business growth. As Executive Director at I-Promo Pte Ltd, she has consistently expanded the B2B division while also leading the B2C arm at Kingsmen Ooh-Media, where she developed innovative strategies that connect brands with consumers through immersive experiences.

With over two decades of experience in marketing, events, and experiential activations, Miko has delivered high-profile projects across diverse industries. A strong advocate for collaboration and industry advancement, she continues to shape the MICE and brand activation landscape with forward-thinking ideas and a passion for exceptional experiences.

Key Skills (Please list and describe)
<ol style="list-style-type: none">1. Project Consultant2. Conceptualisation3. Budget & Cost Control4. Marketing5. Event Management and Activation6. Project Forecast and Timeline Management

Some of the notable projects handled from 2022 – 2025

- Singapore Networking Reception @ CEFCO 2023, 2025 & 2026
- Global Young Scientist Summit 2022 – 2026
- Bybit Gala Institutional Dinner @ Abu Dhabi 2025
- NRF Retail Big Show Asia Pacific 2024 - 2025
- Caixin Asia New Vision Forum 2023 - 2025
- Asia Clean Energy Summit 2022 – 2025
- CPF Ready for Life Festival 2023 – 2025
- Global Space Technology Convention and Exhibition 2025
- Yuewen Wonderland 2025
- Milipol Asia Pacific TechX Summit 2024
- Macao Government Tourism Office Roadshow & Presentation Seminar 2024
- Amazon The Lord of The Ring Pop-up Activation 2024
- Business China Global Forum 2022 – 2024
- AIC Community Care Sprint Forum 2022
- Techinnovation 2022
- Taipei Business Association 30th Anniversary
- Amazon SEA Seller Summit 2022