FACTSHEET ON ADRENALIN EVENTS AND EDUCATION PTE LTD – WINNER OF 2012 PRESIDENT’S CHALLENGE SOCIAL ENTERPRISE AWARD (YOUTH SOCIAL ENTERPRISE OF THE YEAR)

1. KEY INFORMATION

Name of SE: Adrenalin Events and Education Pte Ltd
Key Contact Person: Mr Richardo Chua, Founder and Managing Director
Address: 13 Lorong 8 Toa Payoh #02-06, Braddell Tech, Singapore 319261

2. BACKGROUND

Adrenalin Events and Education is a social enterprise that specializes in events management. It aims to use events management as a platform to provide training and employment opportunities for the disadvantaged, including at-risk youths, persons with disability (physical disability, hearing impairment) as well as persons recovering from psychiatric illnesses. Other than providing opportunities for the disadvantaged, Adrenalin believes in building itself up as a profitable, competitive and quality events agency providing professional services.

Started in 2008, Adrenalin has since expanded in both human resource as well as physical size, having moved out of its incubator space in ITE to a new office in Toa Payoh. Some of the key events in Adrenalin’s past portfolio include Shell’s Anniversary celebrations, International Volunteer Day, launch of the Social Enterprise Development Centre, and launch of the President’s Challenge Social Enterprise Award.

Adrenalin’s commitment to create ‘Events with Heart’ is evidenced in its core values as follow:

Heart - Adrenalin will be leaders in service, as well as sincerity and that will differentiate us from the smaller players and less professional providers. Also heart describes the love for the industry, social enterprise and Adrenalin that all staff must possess.

Expertise - With training and experience, all Adrenalin staff must be good in their area of choice, design, event management, etc regardless of special needs. It is hoped that all staff, regardless of special needs can go on to become professionals in their fields of expertise. This goes hand in hand with the first point on being a leader in Service and Sincerity.
**Diligence** - As a young company, Adrenalin believes in the need to work harder and move faster than its peers and competitors to ensure sustainability. This is an expectation that the management will lead from the front and staff will work hard towards for continued success.

**Home** - As a social enterprise, Adrenalin endeavours to be an inclusive, safe and nurturing place for all to grow their skills.

3. **ACHIEVEMENTS**

In recognition of their contribution of providing training and employment opportunities for the needy disadvantaged, Adrenalin was twice awarded the Enabling Employers Award by the Singapore National Employers Federation (SNEF) in 2011 and 2012, as well as the Caring Employer Award by the Singapore Compact for CSR this year.

The work of Adrenalin as a social enterprise had also been featured on various media platform such as The Straits Times, and Channel News Asia’s ‘Invest in Me’ series. Recently, Adrenalin also received a grant of $100,000 from DBS Singapore to expand its audios and visuals department.

4. **BENEFICIARIES**

Beneficiaries of Adrenalin include the:-
- Youths at risk, including probationers
- Person(s) with physical disability
- Persons with hearing impairment
- Persons recovering from psychiatric illnesses
- Other beneficiaries who are disadvantaged from entering mainstream workforce, such as a patient suffering from a skin disorder

Adrenalin works with the relevant community partners, such as MSF’s Vocational Rehabilitation Unit and the Society for the Physically Disabled in the recruitment of its beneficiaries. About 30% of Adrenalin’s current workforce is comprised of target beneficiaries.

The physical office and infrastructure of Adrenalin has been specially designed to accommodate the different needs of the various beneficiaries, such as wheelchair-friendly access throughout the whole office for employees with physical disability, and use of LCD display screens to facilitate ease of communication with hearing-
impaired coworkers. In addition, to enable communication with hearing-impaired coworkers, all staff of Adrenalin also attends weekly sign language classes.

5. **MANAGERIAL TEAM**

i) Mr. Ricardo Chua, Founder and Managing Director  
ii) Mr. Gary Lai, Client Experience Director  
iii) Ms. Shirley Wee, Senior Executive, Client Experience, Head, MICE Team  
iv) Ms. Rosalind Foo, Executive, Finance and Human Resource

6. **FUTURE PLANS**

Going forward, Adrenalin’s key short-term priority is to build its customer base in the government and corporate sector in two key areas MICE and Special Events. The company’s longer term goal is to diversify the business into a group structure and have subsidiaries that are focused in their specialised areas. Adrenalin hopes to continue to create good quality jobs for both its beneficiaries as well as talent from the industry, and make Adrenalin a leading social enterprise as well as a preferred event agency for its clients.