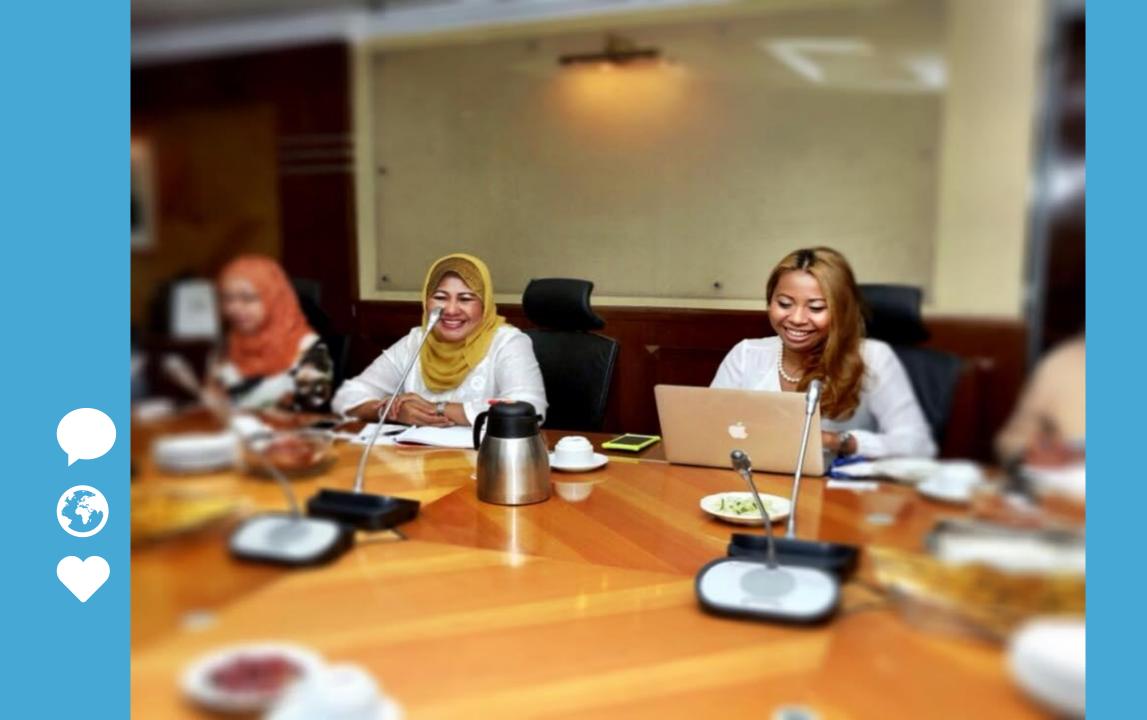
# THE MILLENNIAL VOTE

### MODERN ELECTIONS: ISSUES, EXPECTATIONS AND THE REALITY







### Who are we and why you hate us

Milennicis 1980 - 2000 Born ~ 1980 - 2000 Social & Connected Cause-Driven

# 0000 How To Communicate With Us?

"If you don't understand Millennial, you don't understand how to speak to us. If you don't understand how to speak to us, you can't attract us."







## **Issues We Cared About**

Clean Elections and Clean Government Women Empowerment Restoring Malaysia's Economy Right to Dissent Inclusive Globalisation

## Recognizing Women's Role in Politics



#### The Secret Winning Formula









Communication and Information Secretariat HQ (Kuala Lumpur) 13 Communication and Information Secretariat (State Communication Head)

191 Head of Divisions

20,200 Head of Branches

More than 300,000 Committee Members





## Inclusive Globalization





## KEY TAKE AWAY



### What is the narrative or brand of your political party? Speak to Us in Our Language Genuine Engagement

## Thank You ③

