

### The Team

The success of the **C3 Event Day** is driven by a diverse and experienced team of professionals, each bringing a unique skill set and expertise to the table. From visionary designers and world-renowned chefs to seasoned communications experts and music promoters, this dynamic group is dedicated to delivering an extraordinary event that seamlessly combines fitness, culinary excellence, and electrifying entertainment. Together, they work tirelessly to ensure that every detail of the C3 experience exceeds expectations, creating an unforgettable day for all attendees.

### Key Personell

#### Christian Maas

Senior Design Architect, Event Organizer

With a wealth of experience in planning and executing large-scale urban projects across Australia, Asia, and the Middle East, Christian Maas brings a global perspective to event design and organization. Having worked with leading architectural practices in the US, China, and Australia, Christian has developed a deep and diverse understanding of the complexities involved in global design and development. As the visionary behind C3, Christian plays a pivotal role in ensuring that the race concept and the accompanying finish line event align seamlessly with the original vision. His strategic approach and meticulous attention to detail drive the event's success, ensuring that every aspect reflects the original intent and is executed flawlessly.

#### Robert Maas

Michelin Star Chef , Event Organizer

Robert Maas is a world-class chef whose culinary journey has taken him through some of the most prestigious Michelin Star restaurants in Paris and London. In 2016, Robert earned his own Michelin Star at Remise in Bonn, Germany, solidifying his place among the elite in the culinary world. With a passion for innovation and an unwavering commitment to excellence, Robert brings his wealth of experience and creativity to the C3 Event Day. As the mastermind behind the culinary concept, Robert ensures a unique and unforgettable dining experience for guests, overseeing the management of the VIP area with meticulous attention to detail. His expertise guarantees a truly exceptional atmosphere where every dish is an expression of his artistry and dedication.

#### Heidi Gledhill

Communications Manager

With over 25 years of experience in storytelling, audience engagement, and creative direction, Heidi Gledhill is a seasoned communications professional based in Brisbane. Heidi has an impressive track record of leading high-impact campaigns and crafting compelling narratives across a variety of platforms. As the Artistic Director of Room to Play, she has spearheaded strategic communications, branding, and audience development, significantly enhancing the company's reputation. Her role as Chair of PIP Theatre and Board Director at Anywhere Festival further demonstrates her expertise in shaping strategic visions and fostering strong connections within the arts and cultural sectors. With her wealth of experience, Heidi plays a pivotal role in ensuring the success of communications for the C3 Event Day, ensuring that the event's message resonates powerfully with all audiences.

#### Darshan Pridhnani

Event Organiser and Music Promotion

Darshan Pridhnani is a leading figure in Jakarta's entertainment industry, renowned for his work as an event organizer and music promoter. As the owner of Hype Services Jakarta, Darshan has been instrumental in shaping the city's vibrant electronic dance music (EDM) scene. Over the years, he has brought some of the most iconic names in the global EDM scene to Jakarta, including legendary DJs such as Paul van Dyk, Orjan Nilsen, Armin van Buuren, Cosmic Gate, and Tiesto. His deep knowledge of the music industry, combined with an extensive network of contacts, positions him as a key player in ensuring the success of the C3 Event Day's music festival. With his wealth of experience and passion for EDM, Darshan continues to drive the evolution of music events in the region.

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