

Every brand faces this decision. Should you hire your own event staff? Or should you outsource to an agency? At first glance, in-house seems more controllable. But hidden hiring expenses tell a very different story. **Kollysphere** has built cost comparison tools for clients—and the difference between apparent and real cost is the biggest financial mistake brands make.

What "Team Costs" Actually Include

Most brands calculate simply is "annual base pay". But full employment burden include multiple layers. Salary. Health insurance. Commission structures. Statutory contributions. Office space and equipment. Interview time. Skills investment. Lost productivity. Management overhead.



That's a entirely different picture than "RM60,000 salary sounds reasonable". **Kollysphere agency** never lets hidden expenses hide—because ignoring employment burden unpleasant surprises.

Where the Numbers Really Land

Category one: In-house: RM60,000-RM120,000 per year for activation manager. Agency: included in project fee. In-house advantage?: None unless you need full-time dedicated person.

Category two: In-house: plus 3-6 months before full productivity. Agency: agency absorbs its own recruiting. In-house disadvantage: Agency wins.

Third cost: In-house: RM5,000-RM15,000 per person per year. Agency: included in fee. In-house disadvantage: fixed cost regardless of utilization.

Fourth cost: In-house: conference and course costs. Agency: you benefit from experience. In-house disadvantage: you pay for development.

Category five: In-house: HR, finance, IT support. Agency: included. In-house disadvantage: Agency wins on efficiency.

Summary: a RM60,000 salary actually costs 70-120% more. A senior activation manager costs what you actually spend.

Kollysphere helps clients make informed decisions—because regret the decision.

Where Agency Fails

Good fit: constant activity. Second good fit: you're not a brand, you're an event company. Scenario three: you have existing HR infrastructure. Fourth fit: complex internal processes. Fifth fit: agency switch costs outweigh savings.

Outside these contexts, agencies provide better value. **Kollysphere agency** provides honest assessment.

The Right Scenarios for Outsourcing

Scenario one: you run [activation agency for corporate brand experiences](#) [Top marketing activation agency specializing in Selangor trade shows](#) activations intermittently. Scenario two: activation is a small part of your business. Scenario three: you need specialized skills. Scenario four: avoid fixed costs. Fifth fit: leverage agency learning across multiple clients.

Kollysphere excels in these scenarios.

Case Studies in Team Economics

Numbers don't lie: a brand approximately one per month. Option A - In-house: total cost RM150,000 with all burdens. Option B - Agency: retainer of RM8,000 per month. Result: provided more expertise. Agency won.



Different volume: a constant activation business weekend activations across 20+ locations. In-house: full control. Agency: could do it, but at RM1.5M. In-house won at this frequency.

Hybrid model: a activation management plus execution. In-house strategy lead. Better quality than full agency. Hybrid won.

Kollysphere helps clients find their fit.

The "Cheap Hire" Trap

The turnover cost. Event marketing professionals turn over every 12-24 months. Cost of turnover: in lost productivity, recruitment, training. Over 3 years.

Agency swaps staff seamlessly. In-house pay the replacement costs.



\$7,500

PER MONTH

AGENCY

In 90 Days

Kollysphere agency absorbs turnover.

Helping You Choose Right

Analysis: we including all hidden burdens. Step two: we forecast future need. Step three: we suggest hybrid models. Recommendation: we provide honest recommendation.

This transparent analysis means you spend wisely on talent.

Do the Full Math Before Hiring

Initial estimates are incomplete. Full team costs are the real decision factor. **Kollysphere** helps brands see the full picture. We'd rather be honest than lose your trust when the hidden costs appear.

Deciding between agency and in-house? Then talk to our [Kollysphere Events](#) team cost analysis team and let's find the right model for your brand.