

**Monday 16th April**

9:00am - 6:00pm	Registration
4:00pm - 6:00pm	One minute match up
6:00pm - 6:55pm	Opening Cocktail Reception
6:55pm - 7:00pm	Welcome Remarks - Paul Beckley, Vice President - Digital Marketing Division, dmg::events Asia Pacific
7:00pm - 7:50pm	<p><b>Opening Keynote Presentation: Get Bold! Creating A Social Business Agenda!</b></p> <p>Social Media has come a long way from the early days of Facebook, Twitter and YouTube. We have all felt its impact in marketing and public relations, but the pace is accelerating and the drive to harness social tools for business process improvement is more important than ever. How does a company apply social techniques to their business to see the same advantages in customer service, HR or product development (and more!) as we did in marketing? How do companies become a Social Business? Using actionable frameworks and case studies, Sandy Carter, IBM Vice President, Social Business Evangelism and Sales, will discuss how you can create your own Social Business Agenda for greater competitive advantage in 2012.</p> <p><b>Presenter:</b> Sandy Carter, Vice President, Social Business, IBM</p>
8:00pm - 9:30pm	Networking Dinner
9:30pm - 10:30pm	After Dinner Networking Drinks

**Tuesday 17th April**

7:30am - 9:00am	Breakfast Sponsorship Presentations
8:00am - 8:30am	<p>Breakfast Presentation 1 -</p> <p><b>Presenter:</b></p>
8:30am - 9:00am	<p>Breakfast Presentation 2 -</p> <p><b>Presenter:</b></p>
9:00am - 9:10am	Transition Networking Break
9:10am - 9:20am	Opening Remarks - Paul Beckley, Vice President - Digital Marketing Division, dmg::events Asia Pacific
9:20am - 10:05am	<p>Keynote Presentation: TBA</p> <p><b>Presenter:</b> Rudi Ramin, Regional Marketing Manager, Biscuits Asia Pacific at Kraft Foods</p>
10:05am - 10:35am	<p><b>Insights Presentation 1- Cha-Ching Money-Smart Kids</b></p> <p>Prudential Corporation partners up with Turner Media Solutions to present a dynamic case study presentation that showcases the first multi-country, multi-platform programme designed to help parents in Asia build money-smart values for children aged seven to 12. The case study features key issues such as:</p> <ul style="list-style-type: none"> <li>• How CSR/Marketing solutions were integrated to make an impact in 7 markets in Asia</li> <li>• In addition to the TV content, the programme features an interactive website with extensive digital resources for parents, kids and educators.</li> </ul> <p><b>Presenter:</b> Sean Rach, Director, Regional Marketing, Prudential Corporation Asia</p> <p><b>Presenter:</b> Con Apostolopoulos, Senior Director, Turner Media Solutions, Cartoon Networks</p>
10:35am - 10:45am	Transition Networking Break
10:50am - 11:30am	<p><b>The Ten Minute Innovation - Showcasing What Is New (Part 1)</b></p> <p>1-</p> <p><b>Presenter:</b></p> <p><b>2- Building Brand Advocacy with the Convergence of Social Media, Customer Analytics, CRM and Mobile</b></p> <p>Is your team prepared to leverage the daily tidal waves of social data? To succeed, you need tools to help you simplify and enrich mountains of data, zoom in on the most relevant analytics and insights, and focus on building stronger relationships with influencers who drive your business. Join us for a look at how marketers can easily and effectively unleash the potential of social influencers and fans.</p> <p><b>Presenter:</b> Andy Chang, Founder &amp; CEO, I-Influence</p> <p><b>3- The Creation Of Customer Demand For Your Product Through Interactive Channels – The Good And The Bad</b></p> <ul style="list-style-type: none"> <li>• Why reinvent the wheel when it's already been done. What do you need to know?</li> <li>• What's been successful in driving sales?</li> <li>• What's worked in the NA and EMEA markets that are Asia-Pacific's guides to success?</li> </ul> <p><b>Presenter:</b> Darren Fifield, General Manager, e-Dialog</p> <p>4- TBA</p> <p><b>Presenter:</b> Mokhtar Bouchelaghem, Founder, President and CEO of Sofialys and ADITIC</p>

11:40am - 12:55pm	<b>Roundtable Discussion Groups</b>	
	<b>Roundtable Topic A - Bringing Digital Into The Boardroom</b> <ul style="list-style-type: none"> <li>• How do you go about getting C-level buy-in on the execution of digitally integrated campaigns?</li> <li>• Addressing the challenge of getting CEO-CMO buy-in for the shift of budget into Digital</li> <li>• Why it is vital to have C-level support and how that can directly impact creativity within the younger digital talent pool to deliver results?</li> <li>• Closing the knowledge and communication gaps between the Traditionalist C Level Management and Digitally Savvy Generation Y Marketers and Consumers</li> <li>• Retention and acquisition of digital talent: How can brands and their agencies work together to cultivate the next generation of digital talents and retain them?</li> </ul> <p><b>Moderator 1:</b> Mandeep Grover, Regional Marketing Director, Acclarent, Johnson &amp; Johnson Medical Asia-Pacific</p> <p><b>Moderator 2:</b> Vaasu Gavarasana, Global Key Accounts Leader APAC, Yahoo!</p> <p><b>Moderator 3:</b> Victor Fernandez-Lahore, Global Media Innovation Director, Unilever Asia Pte Ltd</p>	
	<b>Roundtable Topic B - Evaluating The 2015 Digital Media Roadmap</b> <ul style="list-style-type: none"> <li>• Reflecting on how media consumption has changed in the past few years and how is it continuing to evolve by 2015</li> <li>• Will mobile marketing become the dominant marketing platform of choice in the near future?</li> <li>• Identifying which digital technology platforms will continue to grow over the next few years and which ones will phase out and how can you better plan your digital investments to maximise your digital budgets on these platforms?</li> </ul> <p><b>Moderator 1:</b> Janice Chan, Director, Online Distribution and Marketing, Starwood Hotels &amp; Resorts Asia-Pacific</p> <p><b>Moderator 2:</b> Angie Ho, Vice President Online Marketing, Pan Pacific Hotels Group</p> <p><b>Moderator 3:</b></p>	
	<b>Roundtable Topic C - Marketing In A Multi-Screen And Multi-Channel World</b> <ul style="list-style-type: none"> <li>• Diving deep into the attitudes and behaviours of multi-screen consumers: How can marketers effectively reach and target consumers across multiple screens?</li> <li>• Fragmentation in terms of platforms and form factors are a challenge: Is standardisation the way to go?</li> <li>• What delivers a winning combination? Brand Content, Search, Mobile Display, Location Based, and Social or are we still at SMS?</li> <li>• What are the challenges when delivering content in a multi-channel world and what solutions do you have set forward?</li> <li>• How do you optimise your production budgets while maintaining high quality multi-channel/ multi-execution campaigns?</li> </ul> <p><b>Moderator 1:</b> Melisa Teoh, Head of Marketing, Aviva</p> <p><b>Moderator 2:</b> Shawn Hiltz, Vice President of Marketing, The Wall Street Journal Asia</p> <p><b>Moderator 3:</b> Sean Rach, Director, Regional Marketing, Prudential Corporation Asia</p>	
	<b>Roundtable Topic D - Challenging The Effectiveness Of Online Advertising</b> <ul style="list-style-type: none"> <li>• Beyond clicks, how do you nail down the effectiveness of advertising effectiveness?</li> <li>• How effective is online advertising against traditional media advertising?</li> <li>• How are marketers going about benchmarking their campaign efforts against their goals?</li> <li>• Advocating the use of the good old offline metrics for online advertising and developing cross-channel measurement: Does this work?</li> </ul> <p><b>Moderator 1:</b> Nellie Chan, Regional Digital Advertising Sales Director, Asia Pacific, The Wall Street Journal Digital Network</p> <p><b>Moderator 2:</b> Ken Chang, Director of Sales and Strategic Alliances, Microsoft Advertising, Asia Pacific</p> <p><b>Moderator 3:</b></p>	
12:55pm - 1:45pm	<b>Luncheon/Networking</b>	
2:00pm - 6:00pm	<b>Recreational Activities</b>	<b>Activity 1:</b> <b>Activity 2:</b> <b>Activity 3:</b>
7:30pm - 8:30pm	<b>Cocktails Reception</b>	
8:30pm - 10:00pm	<b>Networking Dinner</b>	
10:00pm - 11:00pm	<b>After Dinner Networking</b>	

## Wednesday 18th April

8:30am - 10:00am	<b>Breakfast Sponsorship Presentations</b>
9:00am - 9:30am	<b>Breakfast Presentation 3 -</b> <b>Presenter:</b>
9:30am - 10:00am	<b>Breakfast Presentation 4 -</b> <b>Presenter:</b>
10:00am - 10:10am	<b>Transition Networking Break</b>
10:10am - 10:20am	<b>Opening Remarks - Paul Beckley, Vice President - Digital Marketing Division, dmg::events Asia Pacific</b>
10:20am - 11:05am	<b>Keynote Panel Discussion: Is Data The New Black?</b> <ul style="list-style-type: none"> <li>• What is the data revolution changing, and what should I do about it?</li> <li>• Does more data really mean more value for my business?</li> <li>• Understanding role of policy, process and culture in data-driven decision making</li> </ul> <b>Moderator:</b> Ian Chapman Banks, Head of Mobility, Smartphones, Tablets, The Digital Content Ecosystem & Business Development, Asia Pacific & Japan, Dell APAC <b>Panelist 1:</b> Mikko Kotila, Founder and CEO, Statsit <b>Panelist 2:</b> Simone Brunozzi, Technology Evangelist, Amazon Web Services APAC <b>Panelist 3:</b> Joe Nguyen, Vice President SEA, comScore <b>Panelist 4:</b> Ken Mandel, Managing Director - Asia Pacific, Buddy Media
11:05am - 11:35am	<b>Insights Presentation 2 - Explaining The Myths Of Mobile Marketing</b> <i>When marketers think digital, one of the most prominent platforms that spring to mind is Mobile. With so much hype surrounding this platform do marketers really know how to optimise this platform to meet their campaign goals and objectives? In this session we delve into some of the myths surrounding mobile marketing, look into understanding the mobile landscape of Southeast Asia and linking that back to how you can maximise your digital spend in this region and successfully measure your ROI. Key points covered include:</i> <ul style="list-style-type: none"> <li>• You know mobile marketing is here but do you know how to utilise this platform to your best advantage?</li> <li>• How do you measure ROI for mobile marketing and is standardisation the solution</li> <li>• The smartphone and tablet landscape in Southeast Asian markets are small but how can brands increase their digital spend in this region?</li> <li>• The Dos and Don'ts of Mobile Marketing: 5 things you should be aware of when you adopt this marketing platform for your campaign</li> </ul> <b>Presenter:</b> Andrew Knott, Regional Vice President, Digital Marketing, McDonalds Asia Pacific
11:35am - 11:45pm	<b>Transition Networking Break</b>
11:50am - 12:50pm	<b>The Ten Minute Innovation - Showcasing What Is New (Part II)</b> <b>5- Socialising The Sales Funnel: How B2B And B2C Companies Are Using Social Media To Drive Sales</b> <i>Asia's corporate marketing teams are making the shift from simple social media participation, to driving sales advantage through social networks. Yet, despite the sales team's dependency on CRM and market research to generate leads, winning revenue through social media is still an anathema to the majority of our sales force. Is the traditional sales funnel still relevant in today's connected society and how can sales teams bridge the gap between the social network and their revenue pipeline?</i> <b>Presenter:</b> Michael Zung, Senior Vice President & Managing Director, Digital, Asia-Pacific, Bite Communication <b>6- TBA</b> <b>Presenter:</b> Shawn Hiltz, Vice President of Marketing, The Wall Street Journal Asia <b>7- Mobile for Branding 2012</b> <i>There are many opportunities presented by emerging media to brands, especially mobile. Sheer professional consultancy is what is needed to identify the best solution for a particular case, given the novelty of these tools, their short history and the constant changes and updates in the software and hardware associated to them. Some insight is here is briefly provided by Apostrophe Digital.</i> <b>Presenter:</b> Nicola Morelli, Founder, Apostrophe Digital Pte. Ltd <b>8-</b> <b>Presenter:</b> <b>9-</b> <b>Presenter:</b> <b>10-</b> <b>Presenter:</b>
12:50pm - 1:50pm	<b>Networking Luncheon</b>
1:55pm - 2:20pm	<b>Roundtable Feedback Discussion- Moderator Presentations Part 1</b>

2:20pm - 3:35pm	<b>Roundtable Discussion Groups</b>
	<b>Roundtable Topic A - A Double Dip Recession And Its Impact On Marketing Budgets</b> <ul style="list-style-type: none"> <li>• Where will brand marketers spend during a recession?</li> <li>• Addressing experiences in re imagining budgets in a difficult economy and how do you ensure it results in successful outcomes?</li> <li>• How would you go about defining your digital budgets during a recession?</li> </ul> <p><b>Moderator 1:</b></p> <p><b>Moderator 2:</b></p> <p><b>Moderator 3:</b></p>
	<b>Roundtable Topic B - Ignoring The "Wow" Factor of Statistics, How Do You Get Down To Business, Engagement and Reality When You Want To Sell Your Product?</b> <ul style="list-style-type: none"> <li>• What do marketers really do with the data they have collected?</li> <li>• Have brands become greedy on data without transforming that into digital marketing</li> </ul> <p><b>Moderator 1:</b> Helene Blanchette, Head of the 1:1 Experience Service, Go to Market Strategy, Asia-Pacific, Fuji Xerox Pte Ltd</p> <p><b>Moderator 2:</b> Simone Brunozzi, Technology Evangelist, Amazon Web Services APAC</p> <p><b>Moderator 3:</b></p>
	<b>Roundtable Topic C - Digital Technology's Impact On Consumer Behaviour and Purchasing Power Within Southeast Asia</b> <ul style="list-style-type: none"> <li>• Understanding the moving trends of consumer behaviourism in the digital age: Where are consumers spending their money and how do you evaluate which is the best platform to utilise to reach out to them?</li> <li>• Looking at the dynamics of one market as compared to another: What factors are complimentary and different and how can this impact the decisions marketers make on regional and global strategies?</li> <li>• How do we as marketers embrace technology that allows enhanced creative thinking to engage our consumers in their own digital environment?</li> </ul> <p><b>Moderator 1:</b> Olivier Legrand, TBA</p> <p><b>Moderator 2:</b></p> <p><b>Moderator 3:</b></p>
	<b>Roundtable Topic D- Going Beyond Maintaining CRM</b> <ul style="list-style-type: none"> <li>• How do you go about defining strategic "pain points" in the customer relationship cycle?</li> <li>• Addressing the challenges with selecting the appropriate technology platform, and calculate the cost of implementing it and training employees to use it?</li> <li>• How do you assess whether the benefits of CRM information outweigh the expenses involved?</li> <li>• What is the future of Social Customer Relationship Management?</li> <li>• How do you get your target audience to interact and work for your brand?</li> </ul> <p><b>Moderator 1:</b></p> <p><b>Moderator 2:</b></p> <p><b>Moderator 3:</b></p>
3:35pm - 3:45pm	<b>Transition Networking Break</b>
3:45pm - 4:10pm	<b>Insights Presentation 3 - TBA</b> <p><b>Presenter:</b> Ken Chang, Director of Sales and Strategic Alliances, Microsoft Advertising, Asia Pacific</p>
4:10pm - 4:35pm	<b>Roundtable Feedback Discussion- Moderator Presentations Part 2</b>
4:35pm - 5:20pm	<b>Closing Keynote Presentation: TBA</b> <p><b>Presenter:</b> Gregory Birge, Founder and CEO, F5 DIGITAL</p>
5:30pm - 6:00pm	<b>Brand Delegate Summit Feedback Session</b>
7:30pm - 8:30pm	<b>Cocktails Reception</b>
8:30pm - 10:00pm	<b>Networking Dinner</b>
10:00pm - 11:30pm	<b>After Dinner Networking</b>