

9.15 SESSION ONE: CONSUMER WATCH

Welcome & Introduction

- **Charlie Crowe, CEO, C Squared Networks**

Welcome To Day One

- **Mark Laudi, former CNBC presenter**

Talking Asia Business

BBC's chief business correspondent offers an analysis of the key developments in the Asian business and world economy and looks at how this may impact the health of the media and marketing industry over the next 12 months.

- **Linda Yueh, chief business correspondent, BBC World News**

24 Hour Consumers

Yum Brands Asia has turned KFC & Pizza Hut into agile lifestyle brands by mirroring the lives of its consumers with retail outlets that are open 24 hours a day and becoming a brand that is entrenched in social and mobile.

- **Vipul Chawla, VP & CMO, Yum! Asia**

The Affluent Chinese Consumer: From Hermes To Home Depot?

The old marketing rules may no longer apply when trying to capture the hearts and minds of affluent Chinese consumers. In this new environment, the most agile and nimble will thrive.

- **Wei Go, editor of china wealth & luxury, Wall Street Journal China**
- **Francis Belin, senior VP, consumer goods, Greater China, Swarovski**
- **Patrick Zhong, senior MD, Fosun Group**

Morning Break

11.40 SESSION TWO: SPEAKING NATIVE

Wharton Future Of Advertising Research

In this session hear exclusive insights into the Yahoo-Wharton Native Ads Framework as they shed light on how to navigate the confusing landscape of Native Ads.

- **Jerry Wind, professor, Wharton Future of Advertising Program**
- **Rose Tsou, senior VP APAC, Yahoo**

OMG, LOL ... Have You Seen This Yet?

Discover how BuzzFeed, the reigning king of the social web, unlocked the DNA of shareability and the opportunities it offers advertisers in the Asia Pacific region.

- **Scott Lamb, VP of International, BuzzFeed**

In Conversation With Charlie Crowe: Keynote Interview

- **Steve Mosko, president, Sony Pictures Television**

BRAIN SNACK: MALAYSIA

Take a tour of Malaysian innovation and meet the agile pioneers who are breaking the mould of their industries.

Lunch

2.30 SESSION THREE: UNLOCKING INDIA

Connecting India

INK is a platform for a new set of emerging voices, who are leading us from the industrial economy of the present to a knowledge economy of the future. Lakshmi Pratury, the curator of the INK Conference, will present the session along with NowFloats, which is pioneering a novel approach to making the internet relevant to innumerable small businesses.

- **Lakshmi Pratury, host & curator, The INK Conference**
- **Ronak Samantray, co-founder, NowFloats**

When The West Goes East

When US-based coffee chain Starbucks ventured into India with the launch of its first outlet in Mumbai, it did so with a joint venture with the country's giant Tata conglomerate and set out to turn the tea-drinking nation into a country of latte sippers.

- **Manmeet Vohra, marketing director, Tata Starbucks**

Afternoon Break

4.15 SESSION FOUR: ON THE SOCIAL

Power Of Stories

Intrusive, interruptive, self-centered marketing is not going to work. Its effectiveness will only continue to diminish in the social age. The question is: what will replace the legacy model? There's a one-word answer: stories.

- **Daryl Lee, global CEO, UM**
- **Scott Donaton, global chief content officer, UM**

Unlocking Myanmar

The founder of Myanmar's first social network discusses how Asians are using social networks and the opportunities for brands who want to reach previously untapped consumers.

- **Rita Nguyen, co-founder & CEO, SQUAR**

5.30 CLOSING REMARKS

DAY TWO - TUESDAY 18 MARCH

CONFERENCE THEME: AGILITY



9.45 SESSION ONE: MEET THE CHANGE AGENTS

Welcome To Day Two

- **Mark Laudi**, former CNBC presenter

How Many Bitcoin's For A TV Spot?

Take a glimpse at the future of media trading, where ads are bought and sold virtually.

- **Peter Vessenes**, founder & CEO, CoinLab & chairman Bitcoin Foundation

Meet Your Brands New Competition

The Festival of Media brings together three local giants who are set to become international brand leaders. Discover the attributes to becoming international and what it takes to be a giant killer.

- **Nitin Nishandar**, regional MD, brand & communications, TNS

BRAIN SNACK: VIETNAM

Take a tour of Vietnamese innovation and meet the agile pioneers who are breaking the mould of their industries.

Morning Break

12.15 SESSION TWO: MOVING IN REAL-TIME

China On-Demand

With nearly 80% of the internet-connected population on China watching online video, the influence of the platform is undeniable. In this session better understand the online viewing behaviours of Chinese consumers and the opportunities this offers marketers looking to cross platforms.

- **Leo Liang**, senior director of national business development, Youku Tudou

Agility In The Real-Time World

Learn how brands can create relevant, real-time content to engage with empowered digital consumers who expect the brands and businesses they interact with to always be relevant and 'always on'.


- **Shailesh Rao**, VP, APAC & Latin America & emerging markets, Twitter
- **Damien Cummings**, CMO APAC, Philips

Lunch



Rising Star Showcase

The Rising Star Award rewards some of the brightest young talent in Asia. In this session hear from five finalists who will work on a real-life brief set by Kellogg's and pitch in order to win the acclaimed Rising Star Award.

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2.45 SESSION THREE: BUSINESS AGILITY

BRAIN SNACK: PHILIPPINES

Take a tour of Filipino innovation and meet the agile pioneers who are breaking the mould of their industries.

The Payment Debate

The dance between agency and procurement is never-ending and not for the faint of heart. With payment terms making the headlines more than ever, hear what those from the forefront of the debate have to say.

- **George Patten**, global MD, Accenture
- **Paul Moreton**, head of trading & accountability, APAC, OMG

In conversation with Charlie Crowe:

A look at the key trends and issues facing media agencies in Asia with the leaders who are setting the agenda.

- **Cheuk Chiang**, APAC CEO, OMG
- **Mike Wilson**, CEO, Havas Media Group Australia
- **Jeffrey Seah**, country chair, Vivaki

4.30 CLOSING REMARKS

OUR PARTNERS

CONFERENCE THEME: AGILITY

