Brand Marketing Leaders Summit

📅 24th - 25th April 2019
📍 Suntec Convention & Exhibition Centre, Singapore

forwardleading.co.uk
About the Summit

Stay ahead of the brand marketing revolution

Join us at Asia’s most anticipated and influential Brand Marketing Leaders Summit taking your place alongside more than 100 senior brand marketers and digital strategists who are redesigning the future of brand marketing.

We believe true innovation comes from changing perspectives. Our speakers are hand-picked for their expertise, experience and influence in brand marketing and marketing strategies from a wide range of industries.

The Brand Marketing Leaders Summit offers you the opportunity to:

▶ Learn and discover about the future trends within Brand Marketing
▶ Enhance your understanding of the new technology that is available to marketers
▶ Identify new opportunities to improve brand loyalty and customer engagement
▶ Expand your business network with 100 peers - benchmark and exchange new learnings
Speakers

Confirmed guest speakers from top International companies and institutions

Bonnie Chia
Head of Brand
WWF

Bipasha Minocha
Director, Group Brand & Marketing
EtonHouse
International Education Group

Marcus Yong
Director, Regional Marketing
Klook

Pooja Chhabria
Head of Growth Marketing, APAC
Linkedin

Dominique Touchaud
Associate Brand Director
Proctor & Gamble

Sandy Tantra
Brand Marketing, APAC
Google

Clara Lim
Senior Manager, Partnerships
TripAdvisor

Sharon Lewis
Director, Strategy & Marketing
Rebel & Soul

Jude Davidson
Regional Director for Asia
HomeAway

Richard Rubnan Que
Director, International Marketing
L’oreal

Lisa Wong
Head of Marketing
Swarovski
## Agenda

### Day 1: 24th April 2019

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<td>08.00</td>
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<td>08.50</td>
<td>Chairperson Overview</td>
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<td>09.00</td>
<td>The Digital Transformation Journey of Klook</td>
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<td></td>
<td><strong>Marcus Yong</strong></td>
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<td>Klook</td>
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<td>09.30</td>
<td>PR and the Art of Storytelling in a World Influenced by Social Media</td>
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<td><strong>Elaine Ng</strong></td>
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<td>Head of Communications, ASEAN Pacific</td>
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<td>Philips</td>
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**The Digital Transformation Journey of Klook**

In this talk, Marcus will discuss the journey that Klook took to develop into one of the fastest growing travel companies in Asia.

**PR and the Art of Storytelling in a World Influenced by Social Media**

PR is not dead, contrary to what some may think. But PR practitioners need to adapt to the changing media landscape. Social media has changed the way we produce and consume news - where does this leave the PR industry? Amidst the gamut of information out there, how can we capture the hearts of consumers through the art of storytelling?
Day 1: 24th April 2019

10.00 - 10.30
**Google**

**Sandy Tantra**  
Brand Marketing, APAC  
Google

Grow with Google: Building Brand Advocacy by Helping Millions of People
Sandy will share how brand advocacy is built by focusing on activities where brand can help improve people’s lives.

10.30 - 11.00
AM Coffee Break

11.00 - 11.30
**TripAdvisor**

**Clara Lim**  
Senior Manager, Partnerships  
TripAdvisor

Transforming Travel  
Clara will discuss the ways in which TripAdvisor continues to innovate and adapt with the changing user behaviour and travel landscape.

11.30 - 12.00
**Facebook**

**Amit Kaushik**  
Digital Marketing Manager  
Facebook

Building Brands with Video  
In this talk, Amit will discuss how he builds brands using video for one of the world's largest online social media and networking companies.
## Day 1: 24th April 2019

<table>
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<tr>
<th>Time</th>
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<tr>
<td>12.00 - 12.30</td>
<td>Launching a Start-Up Brand</td>
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<td>Marketing a startup is tough, you're operating with a limited budget, and you can't always bring in experts to help. If you strategise for the long term, you'll have a much better chance of being successful.</td>
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<tr>
<td>12.30 - 14.00</td>
<td>Lunch Break</td>
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<td>14.00 - 14.30</td>
<td>Reaching A Billion People: A Brand Strategy that Works</td>
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<td>Bonnie will discuss how WWF harnesses the power of open source to create the world's largest grassroots movement for the environment, Earth Hour, and uses it to engage &amp; unite people - kick-starting a movement for nature.</td>
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<td>14.30 - 15.00</td>
<td>Localizing Your Brand Campaign</td>
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<td>This presentation will focus on Twitter's current brand campaign which is running now in Japan on national TV. US and UK are also running campaigns based on 1 global strategy but it is being executed locally to match the cultural relevance.</td>
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Mostra Felina: The Rising Role of the Felines in Marketing & Communication Strategy!

Let's accept it, cats are jerks! Maybe it's because they are such independent pets; maybe it's because they can be cute and evil at the same time OR charming and then all of a sudden aloof and snooty! A study in 2015 by an Indiana University Bloomington professor suggested that by viewing cat videos, people tend to feel more energetic and more positive. Many brands are using cats in their branding & marketing communications to drive a point and create instant connect with the audience; at the same time they are using the cat's values to boost sharing in the social media space, thereby using the feline very strategically in the marketing whiskers of cross media - This presentation is an ode to that Cat spirit!!

Native is Back

What is native? Why is it effective? Ad ecosystem, Mgid's approach, Cases
16.30 - 17.30

**Panel Discussion: The Secrets to Developing Brand Loyalty**

What would you give to have an audience of over 8 million Facebook fans, 3 million Twitter followers, 2 million Instagram followers and customers all around the world? Brands dream of building a massive following, but never succeed. This panel will discuss the strategies to get you there.

**Swarovski**

*Lisa Wong*

Head of Marketing

**AXA**

*Diane Yap*

Head of Marketing, Communications & CR

**L’Oréal**

*Richard Rubnan Que*

Director, International Marketing

**Lunch Actually Group**

*Violet Lim*

CEO & Co-Founder

**GSK**

*Shawn Roy*

Global Lead, Consumer Insights

17.30 - 19.00

**Networking Drinks**
Day 2: 25th April 2019

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<td>Establishing Your Brand Purpose</td>
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<td>09.30</td>
<td>How Important is Network Marketing for Brands</td>
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**Establishing Your Brand Purpose**

A brand purpose is an important part of determining your company's identity. It's one of the most crucial components in creating a actualised brand. Also brand purpose is more than just something that attracts an audience. An outstanding brand purpose sets out how a company intends to change the world for the better. Its role is to unite customers and culture alike in the pursuit of that intention. It's a statement of belief, of hope, of pursuit.

**How Important is Network Marketing for Brands**

Dolly will discuss network marketing work where Thermomix drives demand and sales for the brand themselves as they are a network marketing brand. Digital is 100% embraced rather than traditional marketing. Dolly sees network marketing as a powerful trend that all brands should adopt to some extent as it allows brands to own customer relationships and have direct dialogs.
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<tr>
<td>10.00-10.30</td>
<td><strong>AM Coffee Break</strong></td>
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| 10.30-11.00 | **Dominique Touchaud**  
*Associate Brand Director*  
*Proctor & Gamble*  
**Can Soap Change The World?**  
In the modern era, there is more emphasis than ever on gender equality and the environment to name a few. Do brands have an influence on consumers for these topics, and if they do, what role should they be playing? Dominique will discuss the importance of using your brand to advertise for good and create a positive impact on society. |
| 11.00-11.30 | **Jude Davidson**  
*Regional Director for Asia*  
*HomeAway*  
**Understanding Your Customer - Families & Friends**  
HomeAway is working towards becoming the most trusted leader in holiday home rentals for families and friends. So what does it take to become the first choice for your target market? |
| 11.30-12.00 | **Violet Lim**  
*CEO & Co-Founder*  
*Lunch Actually Group*  
**Building South East Asia's Best Known Dating Agency Brand Through PR**  
Violet will discuss how brands can leverage on corporate PR and CEO brand leadership to build strong regional brands which differentiate themselves from their competitors. |
# Day 2: 25th April 2019

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<tr>
<td>13.30</td>
<td><strong>The Power of Content Marketing</strong></td>
<td>Pooja Chhabria, Kate Mallord</td>
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<td>Pooja and Kate will share some practical tips on how brands can use the power of content marketing to drive business results.</td>
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<tr>
<td>13.30</td>
<td><strong>Launching a Brand in a New Market from Scratch</strong></td>
<td>Fang Fang</td>
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<td>Fang Fang will share her thoughts on how to build an international brand in a new market from scratch.</td>
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<td>PM Coffee Break</td>
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Alizon De Torres  
Regional Brand Manager & Market Development Lead  
Unilever

**Relaunching a Brand**  
This talk will focus on Alizon’s experience with the Axe/Lynx brand. He will discuss the ways in which he had to re-imagine the brand for today’s world - transforming the brand from irreverence to one with a purpose, moving from selling fragrances to a full male grooming solution.

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Bipasha Minocha  
Director, Group Brand & Marketing  
EtonHouse International Education Group

**Branding in the New Normal - Our Digital Transformation Journey**  
Non-linear consumer behavior and constantly changing algorithms require new thinking.

Creating unified top and bottom of the funnel messaging and strategy - our digital transformation story integrating data silos in a traditional business setup.

Back in 2011, roughly 150 marketing technology solutions were in the market. Today, the growth of this sector and it's options are staggering. How did we create our own hierarchy using tools that align with our strategy and what's next for us?

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End of Summit
I've enjoyed it tremendously - good presentations and lots of good questions by an active audience, the room and schedule is full.

Martin Ciupa, CTO, calvIO
Who attends

"It was super fascinating, it's really interesting to hear from so many different industries."
Brian Moroz, Creative Strategist, Google
Registration information

**Silver Pass**
$799
- Access to all Main Sessions
- Access to AM/PM Coffee Breaks, Lunches & Networking Drinks
- Access to Exhibition Floor
- Certificate of Attendance

**Gold Pass**
$899
- All of Silver plus:
  - Unlimited access to Presentation Slide Decks*
  - Unlimited access to Presentation Video Recordings
- *(subject to speakers consent)*

**Platinum Pass**
$1,099
- All of Gold plus:
  - Full Access to Co-Located Data & Analytics Leaders Summit and All Online Summit Material
  - One year Leading Online membership

Secure Your Place

Singapore’s exclusive business summit dedicated to Brand Marketing is back. Here you can learn and knowledge share with those at the forefront like yourself.

Register

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2019 Events

Big Data & AI Leaders Summit, Digital Marketing Leaders Summit
27 – 28 Feb 2019
InterContinental Double Bay, Sydney

Big Data & AI Leaders Summit, Digital Marketing Leaders Summit
5 – 6 Mar 2019
Crown Plaza Jakarta, Jakarta

Big Data & AI Leaders Summit
11 – 12 Apr 2019
Joseph B. Martin Centre, Boston

Brand Marketing Leaders Summit, Data & Analytics Leaders Summit
24 – 25 April 2019
Suntec Convention & Exhibition Centre, Singapore

Big Data & AI Leaders Summit, Digital Marketing Leaders Summit
11 – 12 Sep 2019
Marina Bay Sands, Singapore

Big Data & Machine Learning Leaders Summit, Digital Marketing Leaders Summit
4 – 5 Dec 2019
InterContinental Grand Stanford, Hong Kong