

26 June 2014 (Thurs)
6.30pm - 9.00pm
MIS Executive Lounge

410 North Bridge Road, Level 1, S188726

Guru
Talk
Marketing

Fuelling Creativity with Data in the Digital World

There is a wealth of data out there. Everyone is talking about big data and insights. Understanding how data and insights can fuel creativity has become a competitive advantage for creative teams to succeed in the current digital landscape. The key is to be able to understand the relevant signals, turn them into **cultural insights** and deliver a **compelling creative big idea** to the **right people**, at the **right time**, and to the **right device**.

Tuomas Peltoniemi from TBWA's Digital Arts Network will demonstrate how the potent of use of creative big ideas combined with technology platforms, data, and insights results in effective creative experiences.

MIS Student: Complimentary | MIS Member: \$20 | Non-Member: \$35 | Public Tertiary Institution Student*: \$10

*This includes all students from NUS, NTU, SMU, NYP, NP, SP, TP and RP only.



TUOMAS PELTONIEMI
HEAD OF DIGITAL
DIGITAL ARTS NETWORK SINGAPORE



With more than 14 years in advertising, Tuomas has been at the forefront of digital technology since the late 1990's. Starting out as a developer, he quickly moved into management roles, and has a stellar understanding of digital technologies, digital strategy, business development and management.

As Head of Digital, Tuomas oversees the digital team and strategic partner relationships. He also consults Digital Arts Network Singapore clients in digital technologies - working with Singapore Airlines, Standard Chartered Bank, StarHub, Singapore Management University and Corona beer among many others.

Prior to DAN Singapore, Tuomas was the Managing Director and Partner of digital production agency, !NOOB, who he lead from a startup to Finland's Digital Agency of the Year in just 3 years. He also helped lead DAN Singapore to Campaign Asia Digital Agency of the Year in 2012.

ABOUT THE DIGITAL ARTS NETWORK (DAN)

The Digital Arts Network (DAN) was established in 2012 with the vision to deliver a greater share of the future for clients through innovative digital and integrated solutions. DAN is a network collective, inspired by technology, driven by creativity, and connected by speciality.

In the fast-paced changing world where technology is transforming the way businesses build brands, DAN unites more than 800 digital experts in 27 offices around the world across a diverse range of digital capabilities. Unique to DAN are a series of Labs with deep specialisation in the core competencies of creative technology, UX, e-commerce, social media, content, mobile, IP and platforms, analytics, search, and production. Every DAN office is connected to the Labs, enabling access to expert talent and global best practices across a wide range of digital capabilities.

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of Singapore

PROGRAMME HIGHLIGHTS

6.30 - 7.15PM
REGISTRATION & NETWORKING
(Light dinner will be provided)

7.15 - 8.30PM
PRESENTATION TALK

8.30 - 9.00PM
QUESTIONS & ANSWERS

Seats available on a first-come, first-served basis. Payment must be received prior to confirmation of your seat. Please make your cheque payable to "Marketing Institute of Singapore".



Registration For Marketing Guru Talk 26 June 2014

Registration Fees:
 MIS Member: \$20 Non-Member: \$35
 MIS Student: **Complimentary**
 Public Tertiary Institution Student*: \$10
 (Light dinner will be provided)



Event: Fuelling Creativity with Data in the Digital World

Participant(s) Information

Name of Registrant	NRIC	Designation	Email	Contact No:

MIS Corporate Member No: _____

MIS Individual Membership No: _____

MIS Student Non Member

Address: _____ Postal Code: _____

Organization: _____

Contact Person: _____ Contact Email: _____

Contact No.: _____ (O) _____ (HP)

You may submit your registration form via fax: 6338 8695, email: events@mis.org.sg
 Or post it to: 410 North Bridge Road #06-00 Singapore 188726 (Attn: Membership Department)
 For more information, please call 6411 1630

Method of Payment

Total Amount Payable: \$ _____ (Please make payment before the event)

Cheque No: _____ Bank Name: _____

Made payable to **Marketing Institute of Singapore**
 Please indicate your **Name**, Membership No (if any), Contact Number and Event Title behind the cheque.

Credit Card: AMEX MasterCard VISA

Cardholder's Name: _____ Postal Code: _____

Issuing Bank: _____ CVV No.: _____

Card No: _____ Contact Email: _____

Expiry Date: _____ (MM/YY)

Signature _____

Official Use:

Receipt No: _____ Acknowledgement Sent: _____