

Seminar on Digital Transformation - Changing the Way We Engage



The Era of Digital transformation is more than just about Marketing. Digital is no longer a marketing wrapper. It brings entirely new digital business models. It is infused into the core business. With the evolvement of social media, content marketing, real-time marketing and big data, organisations and marketers are looking for more engaging channels to connect with consumers. With more organisations measuring Return of Investment (ROI) versus marketing outlay, the future of marketing is set to change. Importantly, personal branding is also imperative to make your uniqueness highly visible or risk being made irrelevant by others who know and apply the right disruptive technology.

The Seminar will offer insights on

- What digital transformation means for marketers?
- How digital transformation could change the way marketing in this era?
- What are the new tools that marketing professional can deploy in the changing and evolving marketing landscape?
- The 8 Ps required for all business owners & marketers in disruptive times.

Date

Monday, 4 Dec 2017

Time

9.00am – 12.30pm

(Registration commence at 8.30am)

Venue

STI Auditorium

Level 9, Capital Tower

168 Robinson Road

Singapore 068192

Fee:

Complimentary

Programme

Speakers

8.30am Registration – Foyer Area

9.00am **Welcome Address by MIS**
Mr Roger Wang
President - Marketing Institute of Singapore

9.15am **Digitalization and Transformation - Connecting Better**
Mr David Sussan
Co-Founder & CEO - One Smart Star Ltd
Director – One Smart Star Asia Pte Ltd

9.45am **Building Trust in the Digital Marketing Space: Why & How**
Professor Ang Peng Hwa
Professor
Wee Kim Wee School of Communication & Information
Nanyang Technological University

10.10am Coffee Break

10.35am **Pokemon Pioneers: Innovations in Using Data to Disrupt the Customer Experience**
Ms Lisa Watson
Regional Customer Success & Commercial Business
Development Team Manager, HP Inc

11.10am **Does Digitalization bring the brand closer to customers?**
Mr Piyachart Isarabhakdee
Chief Executive Officer - BRANDi and Companies

11.35am **Personal Branding in the Age of Disruption**
Andrew Chow
Media and Public Relations Strategist, Entrepreneur

12.00am Plenary Session

12.20pm Signing of MOU Between MIS & One Smart Star Asia

12.30pm Networking Lunch



Roger Wang



David Sussan



Piyachart
Isarabhakdee



Prof. Ang
Peng Hua



Lisa Watson



Andrew Chow

The programme and topics are subject to changes

REGISTRATION - As seats are limited, please RVSP soonest to avoid disappointment.

Registration

Online Registration :
www.mis.org.sg/events



events@mis.org.sg

For more Information, you can contact us



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Creating & Connecting Marketers