



# Brand Finance Asia Pacific Forum 2016

## Maximising & Managing Your Brand Strength

Wednesday, 24th August 2016

The STI Auditorium, Level 9 Capital Tower, 168 Robinson Road, Singapore 068912

A joint event by Brand Finance and Marketing Institute of Singapore



# Our theme for 2016. 'Maximising & Managing Your Brand Strength'.

One of the greatest challenges of managing a business effectively requires clarity about the profitability drivers. Brand Equity is a measure of all the qualitative aspects derived from consumer perception towards a brand. If the structure in the underlying brand equity data is properly understood, it could be used to better manage the brand health and value. It is therefore critical to measure, manage and maximizing your brand in order to successfully transfers value from the customers to the shareholders. Through interactive discussion panels, thought provoking ideas and objective debates, Brand Finance Asia Pacific Forum 2016 will help you articulate the value of your brand by Managing and Maximising Your Brand Strength.

Gain first-hand insights from world leading brand practitioners and cutting-edge thinkers who will share their best practices, knowledge and expertise about managing and maximising brand value.

Ask questions and hear from the panellists as they share and discuss the trends and influences affecting brands today. Expand your network with international colleagues and gain first hand insights from the world's leading brands.

## Speakers.



**Neeraj Kumar**  
Marketing Director  
Beam Suntory Asia



**Chatri Sityodtong**  
Chairman & Founder  
ONE Championship



**Robin Nayak**  
Chief Strategy  
Officer  
TBWA Group



**Warren Fernandez**  
Editor-in-Chief  
(English, Malay &  
Tamil Media Group)  
SPH



**Karl Mak**  
Co-Founder  
SGAG



**Viktor Cheng**  
Managing Partner  
The Last Mile  
Consultancy



**Bhavik Bhatt**  
Strategy Director  
The Bonsey Design  
Partnership



# Our theme for 2016. 'Maximising & Managing Your Brand Strength'.



## Contact.

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## Programme.

08:30 - 09:00	Registration	10:40 - 11:05	<i>Importance of Disruptive Thinking in Building Strong Brands</i> Mr Robin Nayak Chief Strategy Officer TBWA
09:00 - 09:05	<i>Opening address by Brand Finance</i> Mr Samir Dixit Managing Director Brand Finance Asia Pacific	11:05 - 11:30	<i>Building a Brand Portfolio Powerhouse</i> Mr Neeraj Kumar Marketing Director, Asia Beam Suntory Asia
09:05 - 09:10	<i>Opening Address by Marketing Institute of Singapore</i> Mr Roger Wang President Marketing Institute of Singapore	11:30 - 11:55	<i>How to Successfully Build Brand Awareness Among The General Public, Building a Global Brand with Blue Chip Sponsors and making the brand a household name</i> Mr Chatri Sityodtong Chairman & Founder ONE Championship™
09:10 - 09:35	<i>SGAG's Brand Journey - Building Singapore's Favourite Digital Brand for the Social Generation</i> Mr Karl Mak Co-Founder SGAG	11:55 - 12:20	Panel Discussion  Moderator: Bhavik Bhatt Panelist: Beam Suntory Asia, The Straits Times, Mastercard, ONE Championship™, TBWA, The Last Mile Consultancy
09:35 - 10:00	<i>Managing Your Brand Strength in the Post-Digital Era</i> Mr Viktor Cheng Managing Partner The Last Mile Consultancy	12:20 - 12:45	Presentation of Brand Finance League Table Findings and Reveal of the Top 100 Singapore Brands
10:00 - 10:25	<i>Managing Your Brand in the Print Media Space</i> Mr Warren Fernandez Editor-in-Chief (English, Malay & Tamily Media Group) Singapore Press Holdings Ltd	12:45 - 13:00	Award Presentation Ceremony
10:25 - 10:40	Break	13:00 - 14:00	Networking Luncheon

# About us.

Brand Finance Forum has progressively become one of the definitive events in the area of brand building; it should not be missed by those who are serious about maximising the value of their brands and intangible assets.

## Brand Finance®

Helping clients to measure, manage and maximise the value of their brands to drive business performance.

### Unique

We possess a unique combination of marketing, research, management and financial expertise.

### Independent

Brand Finance is entirely independent. We manage brands, not create them.

### Technical recognition

We are accredited with the ISO 10668 global standard for brand valuations and our assessments are widely accepted by regulatory bodies worldwide.

### Experience

With over 15 years experience Brand Finance has worked with clients of all sizes across all sectors.

### Global

We are headquartered in London with offices in over 20 countries.



Founded in 1973, the Marketing Institute of Singapore (MIS), a not-for-profit organisation, is the National Body for Sales and Marketing. Over the years, MIS has nurtured more than 50,000 sales and marketing practitioners through its professional learning and development programmes and provided ample networking opportunities for thousands of members through its diverse series of events.

MIS is the one place that connects you to the largest fraternity of sales & marketing professionals in Singapore. Through the regular, high quality networking events it organises, the Institute has become a hub where marketers congregate, network and exchange knowledge.

MIS also plays a leading role in providing training, learning & development solutions to professionals and corporations in Singapore and around the region. A comprehensive range of Executive Development Programmes is offered that caters to the skills upgrading and professional development needs of executives and managers to keep themselves abreast with industry trends, knowledge and skills.



**Samir Dixit**  
Managing Director  
Brand Finance Asia  
Pacific



**Roger Wang**  
President  
Marketing Institute  
of Singapore