



cmo asia[™]

a **marcusevans** event

delegate information

11 – 12 May 2015 | Hilton Kuala Lumpur Hotel |
Kuala Lumpur | Malaysia

Times and conditions
change so rapidly
that we must keep
**our aim constantly
focused on the future.**

Walt Disney

Just like conductors have to unify performers, listen critically and shape the sound of an ensemble, today's Chief Marketing Officer need to lead and inspire their teams to play emotionally engaging symphonies through multiple instruments in omni-channel synchronisation. Focusing on their audiences, chief marketers have to explore consumer data and translate it into actionable strategies to turn customers into loyal fans. To retain brand popularity, marketing leaders must mobilise creativity, technology and innovation, and ultimately deliver profitable and sustainable results.

experience excellence

senior decision makers – focused environment

The **CMO Asia Summit** is a premium forum bringing together the leading CMOs and top marketers in the region with the most renowned advertising agencies, marketing firms and solution providers. As an invitation-only event taking place behind closed doors, the summit offers CMOs and regional marketing heads an intimate environment for a highly focused discussion on the latest tools and strategies for conquering the hearts and minds of Asian and global consumers.

advance expertise

memorable interactions – bespoke meetings

As a delegate at the **CMO Asia Summit**, you can experience and contribute to the ultimate meeting point for practitioners in your profession. Join us and:

- **Benchmark yourself** against your most successful peers and competitors
- **Gain access to leading** advertising agencies, marketing firms and solution providers enabling you to achieve your strategic and tactical goals
- **Engage in unparalleled networking opportunities** to organically grow your business network
- **Enjoy an exquisite environment** conducive to knowledge sharing and high-level networking

FRESH THINKING | STIMULATING INTERACTIONS | DYNAMIC PARTNERSHIPS

awaken genius pioneer ideas – illuminating exchanges

Developed via a profound dialogue with key market players and our extensive proprietary research, the **CMO Asia** programme offers indispensable insights on:

- **Building an Insights Factory** – Exploring the right data, uncovering new insights and translating them into cost-effective, high-impact marketing strategies
- **Engaging Minds & Hearts** – Creating personalised, engaging and useful streams of content to deliver genuine customer value and earn brand loyalty
- **Omni-Chanel Influence** – Winning over today's empowered consumers by delivering integrated, connected and consistent experiences regardless of channel, device or location
- **Glocalising Brands** – Ensuring success globally by marketing locally with tailored communications that celebrate market diversity while upholding brand consistency
- **Chief Marketing Technologists** – Constantly evolving your digital competitive advantage by building and strengthening internal competencies that drive innovation, results and revenue
- **In with the Old, In with the New** – Embracing both traditional and emerging marketing channels for a powerful combination to capture a broader consumer base
- **Marketing ROI** – Measuring and optimising marketing spend and brand investments to generate improved returns
- **Marching to the Same Beat** – Nurturing consistent interdepartmental collaboration and strategy alignment to achieve synergy and fuel company growth
- **Future-Proofing the Business** – Detecting and harnessing upcoming trends, tools and technologies to stay relevant and profitable in the next digital decade

hallmark content inspirational ideas – essential knowledge

DYNAMIC MODERATORS

Vivek Kumar, Director, Membership, **National Trades Union Congress** & Chairman, Asia-Pacific Advisory Board, **Global Chief Marketing Officer Council**

ULTIMATE THINKERS



Making Smart Investment Choices in Social Media Tools to Harness Performance Insights and Create Relevant Real-Time Content

Damien Cummings, VP & CMO, **Philips ASEAN & Pacific**

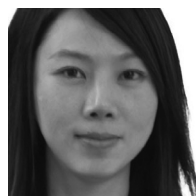
Damien has 20 years' experience in the marketing industry, with specific expertise in digital marketing, e-commerce, social media, communications and brand building. Prior to Phillips, he was the Regional Marketing Director, Digital & Social Media for Samsung Asia, and was previously the Online Director – Asia Pacific & Japan at Dell, managing over USD 1 billion in e-commerce revenue in Asia. At Dell, he also had the dual role of Global Social Media Director with a mandate to operationalise social media sales and marketing into Dell's top ten countries internationally. Previously Damien was at Ogilvy & Mather Singapore, as GM of Ogilvy's conflict agency Soho Square, GM of the digital media team Neo@Ogilvy, and Ogilvy's regional digital consulting lead. He has also worked at Citibank, Coca-Cola, NRMA and McKinsey & Company. In 2011 Damien received the Global Brand Leadership Award at the World Brand Congress in India. He has been a judge for numerous awards and a top ranked speaker on marketing transformation and digital at many international events.



MasterCard's Priceless Engine: Creating a Global e-Commerce Ecosystem to Collect Deep Purchasing Insights and Provide Superior Convenience

Sam Ahmed, SVP & Group Head of Marketing APAC, **MasterCard**

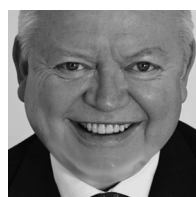
At MasterCard Sam currently manages the region's marketing strategy and brand positioning including the development of strategies and campaigns for advertising, sponsorships, promotions, as well as digital, B2B and consumer marketing initiatives. Previously, he was the VP Marketing & Category at Starbucks Coffee Asia Pacific, leading the loyalty card and digital engagement strategy. Earlier Sam was at Kraft Foods as Director of the Beverages Division Asia Pacific, where he led growth in both market share and regional sales. He was also the Global Brand Director for Fonterra's nutritional brands during which time he led a brand transformation strategy that won the Best Regional Integrated Marketing Campaign in Asia Pacific Award at the 2007 Marketing Effectiveness Awards Asia Pacific.



Answering Uncertainty: Using Data Analytics, Interactive Technology and Brand Management Dashboard to Visualize Strategic Impact and Predict Marketing Return

Vanessa Liu, GM Search Engine Marketing, **Baidu** & Dean, **Baidu Institute of Marketing**

As GM of Search Engine Marketing at Baidu, Vanessa Liu leads a team of 150 people. She has more than ten years of management experience in the fields of digital and search engine marketing and is one of the pioneers of internet brand advertising research in China. Vanessa is also the Dean of the Baidu Institute of Marketing which has trained 180,000 brand executives and agencies on search marketing.



Engaging Consumers Emotionally to Build Powerful Brand Relationships

Ralph Ahrbeck, Chief Strategy Officer, **Shiseido**

Ralph has an international career building global brands and profitable, innovative, consumer-focused businesses. As Chief Strategy Officer of Shiseido he spearheads the company's overall global strategy and initiates marketing reforms to transform Shiseido into a global marketing powerhouse. Previously Ralph was the Founder & CEO of a marketing and strategy consultancy working with a broad range of global organisations leveraging international marketing with local insights to help clients build leading, cutting-edge global brands, new business models and market leadership. Ralph also has international experience in start-ups and turnarounds with Kraft Foods, Ajinomoto General Foods, Roche Consumer Health, and Alliance Boots.

FRESH THINKING | STIMULATING INTERACTIONS | DYNAMIC PARTNERSHIPS

COMPELLING PRESENTATIONS

Building the Globalised Brandscape for Awareness, Activation, Adoption and Advocacy

Mark Liversidge, Chief Marketer - Asia Pacific, **Hilton Worldwide**

Embracing a Customer-Centric Model to Break Internal Silos, Improve Efficiency and Maximise Revenue

Nilesh Shah, CMO Asia Pacific, **GE Healthcare**

The New Work of Marketing: Evolving Buyer Segmentation Strategies and Engagement Systems to Translate Customer Responses into Tangible Business Outcomes

Jojo Cheung, Director of Marketing & Communications, **IBM ASEAN**

MUJI Passport: Engaging Consumers in Omni-Channel Communication and Seizing Every Opportunity to Drive Them towards the Purchase Gateway

Takashi Okutani, GM Web Business Section, **MUJI - Ryohin Keikaku**

Channel Convergence: Providing Integrated and Personalised Experience across Relevant and Convenient Touch Points to Increase Conversion Rates

Jon Wild, CMO APAC, **Groupon**

Delivering Personalised Experiences by Optimising Your Marketing Mix to Strengthen User Engagement, Drive Conversion Rates and Reward Loyal Customers

Daryl Lau, CMO, **OffGamers.com**

Revitalizing Your Brand Image to Reengage Distracted Consumers

Anthony Jim, Director – Group Marketing & International Business, **TSL Jewellery Group**

Penetrating the Great Wall: Using Clever Content and Digital Platforms to Effectively Engage the Chinese Market

Tabatha Ramsay, VP Sales, Marketing & Revenue, **Oakwood Asia Pacific**

Future Watch: Capitalising on Tomorrow's Trends and Innovation Opportunities Today

Srinivas K Reddy, Professor of Marketing & Director, **Centre for Marketing Excellence, Singapore Management University** & Academic Director, **LVMH-SMU Asia Luxury Brand Research Initiative**

engaging agenda

strategic meetings – prolific networking

day 1

08:00-10:00	Event Registration
10:00-10:15	Chairman's Opening Address
10:15-11:00	Opening Keynote Presentation
11:00-11:45	Parallel Sessions
11:45-12:00	Networking Coffee Break
12:00-13:30	Three One-to-One Meetings
13:30-14:30	Lunch
14:30-15:30	Interactive Forum
15:30-15:45	Networking Coffee Break
15:45-17:15	Three One-to-One Meetings
17:15-18:00	Parallel Sessions
18:00-19:00	Interactive Forum
19:00	Networking Evening Reception

day 2

06:30-07:45	Breakfast
08:00-08:45	Keynote Presentation
08:45-09:00	Networking Coffee Break
09:00-10:30	Three One-to-One Meetings
10:30-11:30	Interactive Forum
11:30-12:30	Lunch
12:30-13:15	Keynote Presentation
13:15-14:00	Parallel Sessions
14:00-14:15	Networking Coffee Break
14:15-15:45	Three One-to-One Meetings
15:45-16:45	Interactive Forum

exquisite comfort

superb locations – first class facilities

Experience this vibrant city at its best at the Hilton Kuala Lumpur hotel, located just 28 minutes from Kuala Lumpur International Airport by KLIA express. Boasting modern and innovative design, the 35-story building houses 503 guest rooms, equipped with 42-inch plasma TVs, rain showers and WiFi access. Gaze out on Kuala Lumpur's city centre as you swim laps of the hotel pool with tropical sun deck, or indulge in a holistic spa treatment.

www.hilton.com/KualaLumpur

A well organised summit focusing on practice, rather than theory, with experts sharing what they are doing vs. what their views on marketing are which makes the sessions very authentic.

VP Marketing Operations, Unilever

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multiply opportunities proven event format – excellence in execution

Your delegate package at the **CMO Asia Summit** includes all the essentials needed for a productive and rewarding event. As a delegate at the summit, you will receive:

- **A two-day streamlined agenda** consisting of compelling presentations, interactive forums and business meetings provoking your creativity, and offering superior knowledge and practical insights
- **Access to the secured event website** where you can review premium event content and attending solution providers to make educated meeting selections and optimise the use of your time
- **A comprehensive directory of solution providers**, allowing ample time to research and identify products which efficiently address the most pressing needs of your organisation
- **An experienced event management team** dedicated to facilitating your participation and ensuring optimal use of your time out of office
- **All meals and networking activities**

unsurpassed organisation passion for innovation – steadfast dedication

The **marcus evans** group has over 30 years experience in the production of premium business events. Known globally for our unwavering dedication to quality and excellence, we aid our clients in achieving their strategic goals by providing market leading business intelligence otherwise inaccessible to them. At **marcus evans**, we craft products that empower our clients to drive organisational growth and achieve effective decision-making. Our clients' focus on continuous improvement creates a strong basis for an ongoing dialogue, allowing us to evolve our abilities to address their needs successfully.

Developing major sector-focused events, **marcus evans** provides unique business and networking opportunities across diverse industries and professions. We aim to meet all of your strategic information requirements through premium products delivered through a variety of media. We consider innovation to be vital. Our extensive proprietary analysis of our clients' business needs enables us to equip you with the tools you need for future success.

The quality of the speakers and attendees was top class. I derived a lot of learning from the sessions and formed some valuable new relationships with peers and fellow speakers.

Marketing Director, South East Asia, Towers Watson

unanimous recognition instant productivity – relevant content

For first-hand delegate experiences, **click here to watch**



a sample of delegates at the **marcus evans** CMO Asia Summit

Director APAC Marketing
Avaya

CMO Asia Pacific
Blackrock

Marketing Director APAC
Brocade Communications

VP Regional Strategic Marketing
Cerebos Pacific

Marketing Communications
Programmes Manager APAC
DHL Express

Marketing Manager APAC
DuPont Company

VP Marketing
Emerson Process Management

VP Marketing
GE Capital

AVP Marketing
**Home Inns & Hotels
Management**

Senior Marketing Director
HTC

VP Marketing Operations,
Asia Pacific
Johnson & Johnson

Head of Levi's Brand Marketing,
Asia Pacific
Levi Strauss

CMO
Li Ning Sports Goods

GM Marketing, Retail Management
Mapletree China

Senior Director Marketing
MoneyGram International

Regional Marketing Director,
Asia Pacific
Montblanc, Richemont

Head of Marketing & Communications
Nokia Siemens Networks

Head of Marketing, Asia Pacific
Novozymes

VP Sales & Marketing, Asia Pacific
Oakwood

CMO
Parkway Pantai

VP Marketing & Communications
PCCW Global

Head of Marketing APAC
Puma

VP Field Marketing APAC
Schneider Electric

Director of Marketing
SunGard

Marketing Director APAC
Tag Worldwide

CMO
Telekom Malaysia

Head of Marketing
Telstra Global

Marketing Director APAC & EMEA
The Wendy's Company

CMO
Topco Scientific

Director Enterprise Marketing Strategy
UPS

VP Asia Marketing
**Warner Bros Pictures
International Distribution**

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mediastream

CMO Asia Summit {uniting top marketing professionals with renowned solution providers}

videos

PRESENTATIONS

Crisis Management in the New Digital World - MH 370
Dean Dacko, SVP Marketing, **Malaysia Airlines**

Targeting the Unreachables: Mastering in Strategic Media Selection to Conquer Isolated Audiences
Rudratej Singh, VP Marketing Operations – South Asia, **Unilever**

Tailor-made for Excellence: Rejuvenating Luxury Brands to Conquer Chinese Consumers while Keeping a Western Identity
David Au, Group CMO, Trinity Group, **Fung Retailing Limited**

SPEAKER & DELEGATE INTERVIEWS

Kriti Kapoor, Director of Marketing, Enterprise Group, Asia Pacific & Japan, **Hewlett-Packard**

Jamshed Wadia, Head of Social Media Asia Pacific, **Intel Technology Asia**

Vivek Kumar, Director, Membership, National Trades Union Congress & Chairman, Asia-Pacific Advisory Board, **Global CMO Council**

TESTIMONIALS

Kriti Kapoor, Director of Marketing, Enterprise Group, Asia Pacific & Japan, **Hewlett-Packard**

Jamshed Wadia, Head of Social Media Asia Pacific, **Intel Technology Asia**

Vivek Kumar, Director, Membership, National Trades Union Congress & Chairman, Asia-Pacific Advisory Board, **Global CMO Council**

Federico IV Roa, Account Manager for Business Development, **Convey Asia**

Mark Robinson, Executive General Manager – EMEA & APAC, **Power 2 Motivate Asia**

Antony Strianese, Marketing and Innovation Director, **Barilla**

V.L. Rajesh, Executive Vice President, **ITC Ltd**

readers digest

Building Engagement Capital: What CMOs Can Learn From Martin Luther King, Jr.
Interview with: **Vivek Kumar**, Director, Membership, National Trades Union Congress & Chairman, Asia-Pacific Advisory Board, **Global CMO Council**

How to Create Customer Loyalty that Lasts
Interview with: **Krishna Kumar "KK" Santhanam**, Managing Director, **Additude**

endorser



media partner



social media



LINKED IN

Marketing Network – **marcus evans** Summits group on LinkedIn: Sharing the most relevant updates on industry and profession-specific issues and also featuring recently produced interviews from some of your most distinguished peers.

TWITTER

Follow us on Twitter (@meSummitsMkt) for live tweets from the CMO Asia Summit 2014 and receive the latest updates on our industry and profession-specific Summits globally.

www.twitter.com/meSummitsMkt#MKTSummit