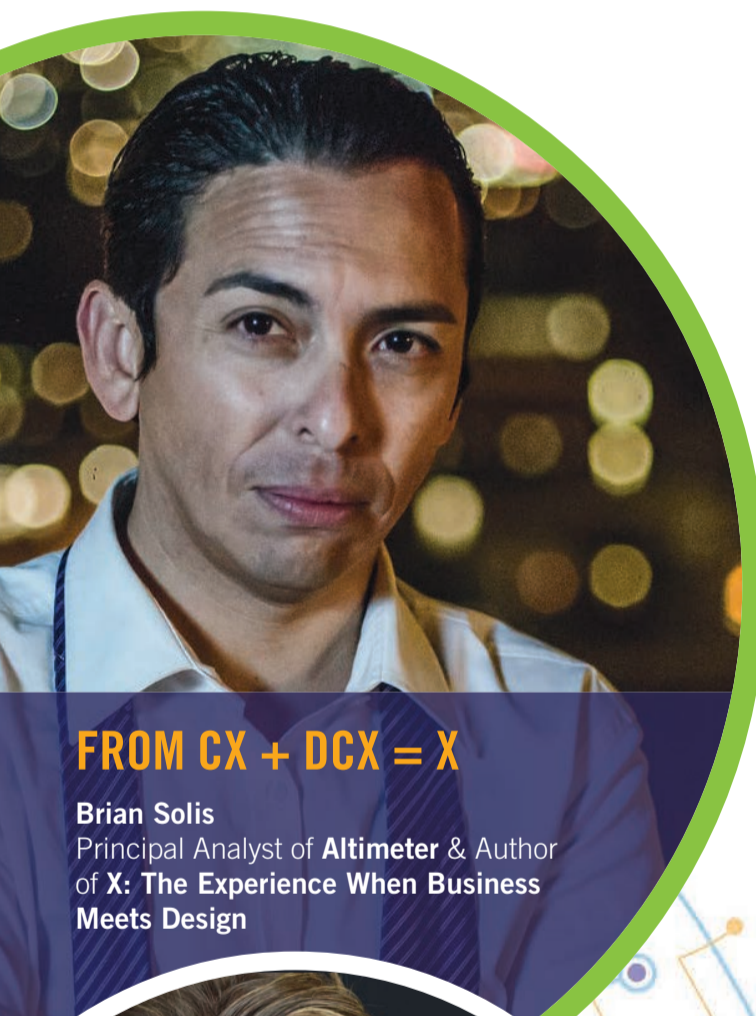


4th Annual CUSTOMER EXPERIENCE MANAGEMENT ASIA SUMMIT

- Pre-Conference Workshops
5 September 2016
- Main Conference:
6-7 September 2016
- Site Tour & LEGO®
Serious Play® Workshop
8 September 2016
- Venue
Marina Bay Sands, Singapore

THE FUTURE OF CUSTOMER EXPERIENCE IN ASIA UNRAVELLED

Delivering World-Class Customer Experience for Your Digital-Savvy, Heterogeneous & Demanding Customers



FROM CX + DCX = X

Brian Solis
Principal Analyst of **Altimeter** & Author
of **X: The Experience When Business
Meets Design**



MASTERING PUBLIC RELATIONS IN THE NEW CUSTOMER ECONOMY

Peter Shankman
Founder, **ShankMinds:**
Breakthrough & Author, **Zombie
Loyalists: Using Great Service
to Create Rabid Fans**



Neil Frith
Chief Operating Officer,
AXA Life Insurance
Singapore



Mark Liversidge
Chief Marketing Officer
Asia Pacific,
Hilton Worldwide



Shekar Khosla
Chief Commercial Officer,
Kellogg Company



**Mohamed Adam
Wee Abdullah**
Group Chief Marketing Officer
& Chief Customer Officer,
CIMB Group



Wynthia Goh
Chief Digital Officer Asia,
Aviva



Rod Strother
VP Digital Transformation,
Starhub



Marcus Casey
VP Personalised Customer
Experience,
Lufthansa



Kalpesh Parmar
Head of Customer
Collaboration,
Unilever



Shefali Gupta
SVP DBS Improvement
Program,
DBS Bank



**2016 EXCELLENCE IN
CUSTOMER EXPERIENCE AWARDS**
**Details on Page 3*

Researched &
Developed by:



2016 CEM ADVISORY BOARD



Mark Liversidge
Chief Marketing Officer
Asia Pacific,
Hilton Worldwide



Tony Nga
Head of Global Customer
Experience,
HTC



Rahul Asthana
Regional Marketing Director,
Kimberly Clark Corporation



Nicholas Kontopoulous
Global Vice President
of Fast Growth Markets,
SAP Hybris



Rod Strother
VP Digital Transformation,
Starhub



Neil Frith
Chief Operating Officer,
AXA Life Insurance Singapore

Dear CX Colleagues,

In an increasingly transparent world where information flow is fast and limitless, organisations need to get **up to speed and match the heightened expectations** of a progressively sophisticated, heterogeneous and demanding customer.

How can your organisation capture, recognise and meet the expectations of your customer in a more efficient manner?

We see organisations furiously investing in, among other things, customer experience metrics, digital technologies, data analytics, VOC programs, in a bid to better understand their customers. We witness the dedication devoted to customer journey studies, design-thinking and empathy mapping – deliberate efforts designed to take more control over their customers' journey so organisations can pre-empt and minimise the occurrence and impact of a 'bad experience'.

But, devising a successful customer experience strategy is never easy. Even with all the right technologies and formulas in place, each organisation is unique and will require tailor-made CX initiatives. To make significant difference in leveraging CX to increase business profitability, CX practitioners fundamentally need internal buy-in. *What are the strategies for instilling a 'customer-first' culture? How do we prove CX ROI to management?*

IQPC's **4th Customer Experience Management Asia Summit** taking place in **Singapore** on **5th – 8th September 2016** is **Asia's largest show dedicated to enhancing customer-centricity across your organisation.** Spanning across four days, the event will feature 50+ CX practitioners across Asia sharing their CX programs and will be YOUR GUIDE to continuously review, refine and readjust your CX strategy.

Don't miss out! I look forward to meeting you at an exciting industry gathering this September!

Sincerely,

Ann Liu
Production Director,
Customer Experience Management Asia Summit

2016 SPONSORS

CX Leaders:



Thought Leader Sponsors:



Interactive Discussion
Group Leader:



Technology Partners:



MEDIA PARTNERS



2016 EXCELLENCE IN CUSTOMER EXPERIENCE AWARDS

TUESDAY, 6 SEPTEMBER 2016, 7.30PM
MARINA BAY SANDS, SINGAPORE

ABOUT THE AWARDS

The **Excellence in Customer Experience Awards** was born out of a simple vision; to create an event that will honour the highest level of achievement in customer experience across the Asian community. Our inaugural award in 2015 saw huge success and paid tribute to organisations and inspiring CX role models that led the way.

Following the popularity of our first launch, we are delighted to announce the return of our 2016 Excellence in Customer Experience Awards. With seven categories up for grabs this year, we will be shining the spotlight on organisations that lead the way in what is the most dynamic and competitive regions in the world.

These Awards form the industry's benchmark in terms of best practices and provide an opportunity for CX professionals to gain recognition for their achievements and initiatives. Judged by our Executive Panel of Judges, each Award will celebrate the success of pioneers in this space. Winning an Award is an honour - something our winners can broadcast to their peers, their clients and their organisation-at-large.

7 AWARD CATEGORIES

- Best Customer Experience Award
- Best Social Media Strategy
- Best Customer Experience Team
- Best Digital Experience
- Best Contact Centre
- Best Use of CX Technology
- Best Employee Engagement

IMPORTANT AWARDS DATES

Entry Submission Deadlines	30 JUNE 2016
Announcement of Finalists	16 AUGUST 2016
Awards Ceremony & Gala Celebration	6 SEPTEMBER 2016

HOW TO ENTER

Apply today in 3 simple steps:

1. Visit: www.customerexperienceasia.com
2. Download the application forms
3. Submit the application via email: cemasiaawards@iqpc.com.sg



11 UNIQUE STREAMS MATCHING YOUR CX

- 1 Digitisation & User Experience
- 2 Omni-Channel
- 3 Voice of the Customer
- 4 B2B Customer Experience
- 5 Loyalty & Brand Management
- 6 Culture & Employee Engagement
- 7 Data Analytics & Customer Insights
- 8 Social Media & Content Marketing
- 9 Measuring CX ROI

CUSTOMER EXPERIENCE BENCHMARKING

Measure your CX with peers onsite via our CEM App



5 WORKSHOPS FOR BUILDING YOUR CX STRATEGY

Supplement your CX knowledge with our handpicked workshops!



CX FUN-ZONE

6+ games and networking activities lined-up to kickstart your experience at the summit



NEEDS

10 Customer Journey Mapping
11 Regional CX Developments



12 CX LEADERS INTERACTIVE ROUNDTABLES

Be part of the action! Exchange ideas on refining and strengthening your CX strategy



END-USER RESEARCHED & DESIGNED PROGRAM

The best CX learning platform for you and your peers

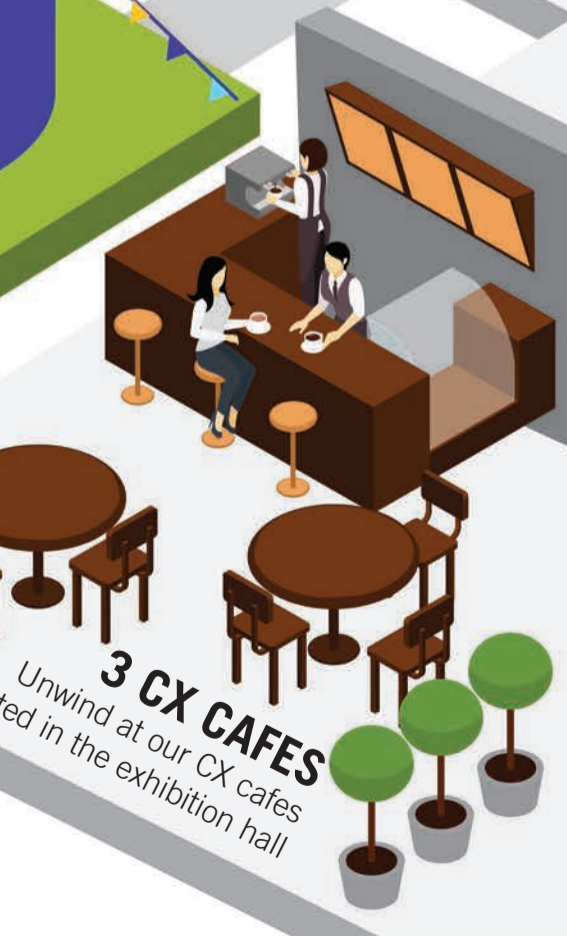
EXHIBITION ZONES & TECH CUBE

In-depth look at the hottest CX technologies and solutions in the market



CONSULTATION PODS

Like to have a serious discussion? Head to our 1:1 private business meeting space!



3 CX CAFES

Unwind at our CX cafes located in the exhibition hall

COCKTAIL & DRINKS RECEPTION

Network and engage with your peers in a relaxed setting

MEET THE SPEAKERS



Brian Solis
Principal Analyst,
Altimeter Group
& Author, **X: The Experience When Business Meets Design**



Peter Shankman
Founder, **ShankMinds: Breakthrough**
& Author, **Zombie Loyalists: Using Great Service to Create Rabid Fans**



Mohamed Adam Wee Abdullah
Group Chief Marketing Officer & Group Chief Customer Officer,
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AXA Life Insurance Singapore



Mark Liversidge
Chief Marketing Officer Asia Pacific,
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Shekar Khosla
Chief Commercial Officer,
Kellogg Company



Marcus Casey
VP Personalised Customer Experience,
Lufthansa



Mark Harland
Marketing & Customer Experience Director,
General Motors International



Wynthia Goh
Chief Digital Officer Asia,
Aviva



Rod Strother
VP Digital Transformation,
Starhub



Rahul Asthana
Regional Marketing Director,
Kimberly Clark Corporation



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HTC



Adam Geneave
Vice President, Customer Experience,
Wyndham Vacation Resorts Asia Pacific



Shefali Gupta
SVP DBS Improvement Program,
DBS Bank



Silvia Petroni
Head of Product Range Management & Innovation,
LafargeHolcim



Dominic Hoffmann
SVP, Regional Head of Customer Experience,
Lazada Group



Kalpesh Parmar
Head of Customer Collaboration,
Unilever



Chris Walls
Head of CRM,
Sephora Digital



Cyprian Wong
Head of User Experience & Design,
UBS Wealth Management



Stephane Sanchez
Global Customer Experience, Digital & Marketing,
Caterpillar



Jamshed Wadia
Head of Digital Marketing & Media, Asia Pacific & Japan,
Intel



Jasper van Veen
SVP, Team Head of Digital Innovation & UX Design,
TMB Bank



Toni Ruotanen
Head of Customer Experience,
honestbee



Wan Ezrin Sazli Wan Zahari
Head of People,
AirAsia & AirAsia X



Alain Boey
SVP & Head of Transformation Management,
Bank Simpanan Nasional



Philipp Gockel
Global Senior Manager Customer Delivery Experience,
Schneider Electric



Binu Azad
Director Business Analytics & Partner Management,
Philips



Joseph Toh
Head of Strategy & Innovation,
Credit Suisse



Panchali Chandrashekhar
Head Global Customer Experience Hub,
Atlas Copco



Dale Preston
Head of Customer Voice,
Coles



Dr. Shonali Krishnaswamy
Researcher & Data Scientist,
Institute of Infocomm Research (I2R), A*STAR



Balazs Molnar
Head of Marketing Strategy & Campaigns APAC,
Uber



Joshua Tan
Head of CRM,
Zalora



Yasir Manzoor
GM Video Services,
PTCL



Vinnie Panicker
Director APAC, Global Customer Operations,
eBay Marketplaces



Frank Yazdi
Head of Client Services, Asia Pacific Operations,
Societe Generale



Troy Barnes
Head of Customer Experience,
AIA Malaysia



Chris Reed
Global CEO & Founder,
Black Marketing

A

8.30am - 11.30am

Stop Guessing! Make Predictive Analysis Your Secret Weapon in Your Customer Strategy

What do successful businesses do differently? They use data to help them make smarter decisions, create better products and offer superior services to their customers. Predictive analytics plays a major role in this. Using statistics and machine learning, predictive analytics transforms data into an oracle, enable you to ask all kinds of questions. How long will it take us to achieve a given revenue? Which new products shall we market to our existing customers? What is the one thing we can do today to improve customer service? What should be our marketing message? And many more...Answers based on data are so much better than guessing. This workshop will demystify the magic behind predictive analytics explaining with clear user stories what it is about and how you can benefit from your data today.

What Will You Learn?

- Case studies that leverage predictive analytics and data-driven decision making to build customer strategies
- Three key predictive analytics components and how different roles within an organisation can contribute to each of these effectively
- Tools and tricks to optimise the impact of your marketing efforts - with no programming required!

About Your Workshop Leader:



Alyona Medelyan
CEO,
Thematic

Alyona Medelyan runs Entopix, a successful international NLP consultancy. Her PhD was in keyword extraction, which led to the open source Maui toolkit, her role as Chief Research Officer at Pingar, and subsequent work consulting on NLP for large multinationals. She has extensive experience working with customer feedback data, such as surveys, social media data, call centre logs and public forums. She is also CEO and co-founder of Thematic, a customer insight startup.

B

12.30pm-3.30pm

Empathy as a Customer Experience Tool

Customer Experience has emerged as a top business trend in Asia Pacific with many companies across the region investing heavily into their customer experience strategy. Many believe that automation and technology is the forefront of a successful CX strategy, forgetting that for hundreds of years it has been the human interaction between a customer and front line staff member that has been the core driver of great service.

With emotional intelligence an emerging trend in customer experience, this workshop focuses on the power of empathy as a key foundation of your customer experience strategy.

What Will You Learn?

- Overview of emotional intelligence in customer experience
- Empathy and its value in your customer experience strategy
- Case studies on where empathy has resulted in incredible customer experience stories
- Use of empathy mapping to stimulate a change in thinking with front line staff

About Your Workshop Leader:



Adam Geneave
Vice President, Customer Experience,
Wyndham Vacation Resorts Asia Pacific

Adam is a customer experience veteran with more than 15 years' experience in frontline service, operational leadership and customer transformation roles, working across some of the region's leading customer organizations. Adam joined Wyndham in 2015 as Vice President, Customer Experience and is responsible for growing customer advocacy across each of Wyndham's Asia Pacific business arms where he leads the customer design, implementation, insights & care teams. Prior to joining Wyndham, Adam worked for both Virgin Australia & Qantas Group airlines in Asia Pacific.

C

3.30pm-6.30pm

Delivering World-Class Customer Experience: How can You Drive Sustainable Change in Your Organisation?

In a world of accelerating change, delivering an extraordinary customer experience presents an increasing challenge. While closer relationships and deeper insights into customer-needs do take us closer to the goal, simply 'seeing the change and adjusting the front-end' is not enough. Instead, organisations need to be able to holistically adapt and evolve, or risk becoming irrelevant.

But how can you be a catalyst for significant and sustained change when you aren't the CEO? How can you use what you know and convince others that a new approach is necessary? This workshop provides the answers.

What Will You Learn?

Participants will embark on a journey into their own organisations. They will discover its Thrive Cycle and understand how it is currently impacting the ability to adapt to changing customer-needs. Participants will be introduced to the 4 Adaptive Archetypes (Surfers, Swimmers, Splashers and Sinkers) and use these to deepen their understanding of their own organisations. The workshop will also focus on developing individual skills required to be a catalyst for change. It will share actionable strategies and tools that participants can apply immediately when they return to their workplace.

About Your Workshop Leader:



Kate Christiansen
Author & CEO,
The Adaptive Advantage

Kate Christiansen is the creator of The Thrive Cycle and author of a book of the same name. This original framework enables organisations to discuss, define, develop and measure adaptive capability in a relevant and holistic way. Kate is also the co-founder and CEO of The Adaptive Advantage. Her organisation empowers senior executives and their teams by enabling them to identify The Thrive Cycle within their organisation, then evolve it to create a sustainable, adaptive advantage.

“ Thankful to #CEMASia2015 for the opportunity to evaluate and improve our customer experience framework and processes. I look forward to learning more from CX experts around the globe in the future. ”

Irene Serrano, Consumer Engagement Services Head, **Wyeth Nutrition (Philippines)**

PIC-ELIGIBLE SINGAPORE-REGISTERED COMPANIES GET 60% CASH BACK BEFORE 31 JULY!*

Attention all Singapore-registered businesses:

Receive 60% cash back via the Productivity and Innovation Credit (PIC) when you book before 31 July.

The PIC is a government scheme that supports investments in innovation and productivity. Registered Singaporean businesses can enjoy huge tax savings in the form of cash payouts and/or tax deductions when they invest in the training of their employees.

Your attendance at the **4th Annual Customer Experience Management Asia Summit** is eligible for PIC credits, either as a 60% refund or 400% tax deduction when you book before 31 July. All later bookings are eligible for 40% refunds only. Full supporting documentation will be provided after the event.

*Terms and conditions apply

SITE TOUR

9.00am-1.00pm



The S.E.A. Aquarium™ Site Tour @ Resorts World Sentosa

Witness world-class service excellence & immersive customer experience at the world's largest aquarium

Resorts World Sentosa (RWS) is Asia's ultimate destination resort, located on Singapore's resort island of Sentosa. Spanning 49 hectares, RWS houses numerous key attractions such as theme parks, museums, casino, hotels, celebrity chef restaurants, and specialty retail outlets.

With such a diverse portfolio of business at-hand, how is RWS consistently delivering exceptional world-class customer experience? As they continue to garner a string of local and international awards under their belt, what exactly is their secret to on-point service-excellence and rave reviews?

Join us for an inspirational tour to RWS as they share with us their service philosophies and take us on an exclusive behind-the-scenes guided tour to S.E.A. Aquarium™, the world's largest aquarium. Witness how personalised, immersive customer experience is created as we explore the awe-inspiring universe of life beneath the ocean at S.E.A. Aquarium™ and marvel at more than 800 species of marine animals from magnificent sharks to rarely sighted fish through the planet's largest window to the ocean.

To cap off the experience, enjoy a truly memorable dining affair with lunch hosted at Ocean Restaurant where participants can exchange key site tour learnings against the backdrop of the Open Ocean habitat.

**Site tour package will include transfers between MBS (summit venue) and RWS, attraction tickets, refreshments and lunch at Ocean Restaurant.*

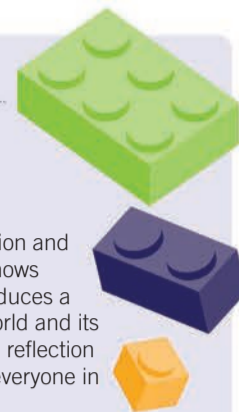


D

2.00pm-6.00pm

Customer Insights using LEGO® SERIOUS PLAY®

LEGO® SERIOUS PLAY® is an innovative, experiential process designed to enhance innovation and business performance. Based on research that shows that this kind of hands-on, minds-on learning produces a deeper, more meaningful understanding of the world and its possibilities, LEGO® SERIOUS PLAY® deepens the reflection process and supports an effective dialogue – for everyone in the organisation.



This interactive workshop allows participants to visualise the wide impact of their customer experience programs and identify potential problems and gaps that might otherwise not be obvious. In this workshop you will participate in a corporate role play exercise that will tackle the entire customer experience journey.

What Will You Learn?

- Walk through the emotional journey of your customer as they interact with your product
- Strategies to create low investment, rapid customer feedback processes
- Brainstorm innovative research methods

About Your Workshop Leader:



Raymond Teo

Certified Lego Serious Player Facilitator & Regional Six Sigma Master Black Belt, [Linde Gas Asia](#)

Raymond is a certified LEGO® SERIOUS PLAY® facilitator, and uses this powerful facilitation technique in strategy development, team building and visioning. He is also a seasoned and well-rounded Lean Six Sigma practitioner with extensive experience in organisations such as Caterpillar, Eastman Chemicals, Royal Bank of Scotland and ANZ Bank.



“Simply - the best conference I have been to in terms of content, networking opportunities and organisation”

Anne Lampeter, Customer Relations Manager APAC, [Mondelez International](#)

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YOUR CX PEERS

LinkedIn



0730	Registration & Morning Refreshments
0825	Welcome Address by CX Asia & Speed Networking
0835	Chairman's Opening Remarks
0845	FROM CX + DCX = X Customer Experience (CX) is one of the hottest buzzwords in business today. At the same time, the digital customer experience (DCX) is gaining momentum as one of the greatest areas of opportunity in business innovation. Together they equal the future of customer relationships and that's where you come in. This is what Brian Solis, globally recognised as one of the most prominent thought-leaders and best-selling authors in innovation and digital transformation, calls "X", The Experience When Business Meets Design. Also the title of his new book, Brian explores the importance of experiences and how to design them for customers, employees and human beings elsewhere. Brian Solis Principal Analyst, Altimeter Group & Author, X: The Experience When Business Meets Design
0945	Redefining Customer Experience in the Digital Era <ul style="list-style-type: none"> The modern customers – how are you engaging and meeting their evolving expectations? Aligning your digital transformation roadmap with strategic customer experience goals How can organisations drive sustainable growth and the eventual evolution towards a digital enterprise? Embedding customer centricity into your organisation's DNA: What must happen? Mohamed Adam Wee Abdullah Group Chief Marketing Officer & Group Chief Customer Officer, CIMB Group Wynthia Goh Chief Digital Officer Asia, Aviva Shekar Khosla Chief Commercial Officer, Kellogg Company

BIG IDEA KEYNOTE

PANEL

1025	Go Beyond CRM: Why Customer Experience Matters Even More in the Digital Economy Jamie Anderson Chief Marketing Officer, SAP Hybris
1055	Customer Experience Benchmarking 1 Benchmark your organisation's CX strategy with that of industry peers through our anonymous benchmarking polling sessions. Using our interactive app, find out where your company stand when it comes to measuring the ROI of your CX initiatives, who owns CX in your company, which metrics work best and the effectiveness of your data analytics strategy. Gain exclusive insights on establishing the next move forward for your CX program.
1100	Morning Tea & Networking Break Presentation @ Tech Cube
1145	The Future of Customer Collaboration in a Connected World <ul style="list-style-type: none"> A review of emerging consumer trends and behaviours Leveraging innovative technologies to improve shopper's engagement and experience Implementing successful, joint business plans with external partners Kalpesh Parmar Head of Customer Collaboration, Unilever
1215	Customer Experience Benchmarking 2
1220	RESERVED
1250	Lunch & Networking Break Presentation @ Tech Cube

Turn to page 13 to find out more about the Presentations @ Tech Cube

	DIGITISATION & USER EXPERIENCE	OMNI-CHANNEL	VOICE OF THE CUSTOMER	B2B CUSTOMER EXPERIENCE
1400	PANEL: Emerging Digital Trends & Innovations Transforming Customer Experience <ul style="list-style-type: none"> Staying up to date with the latest digital trends – what's here today and what's coming next? Going beyond the vision - Key steps to operationalising your digital strategy How do you strike a balance between choosing the right number of projects to pursue and the right profile of initiatives to undertake annually to drive real technology transformation? Rod Strother VP Digital Transformation, Starhub Alain Boey SVP, Head of Transformation Management, Bank Simpanan Nasional	PANEL: Implementing Effective Cross-Border Omni-Channel Strategies How can an organisation that operates across several continents and a myriad of cultures create the right level of seamless omni-channel experience? <ul style="list-style-type: none"> Understanding different customer challenges across channels and regions What are the cornerstones for a successful global strategy? How can you benchmark and measure success? Rahul Asthana Regional Marketing Director, Kimberly-Clark Corporation Joshua Tan Head of CRM, Zalora	PANEL: Benchmarking Your VOC Programs <ul style="list-style-type: none"> A review of current trends and available tools for building your VOC arsenal Investigating the impacts of VOC programs on customer experience and in turn, the business Maturity of your VOC; are you capturing all the right metrics? Vinnie Panicker Director APAC, Global Customer Operations, eBay Marketplaces Troy Barnes Head of Customer Experience, AIA Malaysia	Building an Effective Customer-Centric Strategy in B2B Environments <ul style="list-style-type: none"> Understanding the customer journey in the complexity of a B2B environment: Who is the customer? What is their decision-making and buying process - how can we improve the experience? Is personalisation necessary and to what degree is it possible? Evaluating the fundamental transformation required for implementing customer-centricity in a 'classic B2B' environment – challenges ahead Silvia Petroni Head of Product Range Management & Innovation, LafargeHolcim
1440	Leveraging User Experience Design in Your Organisation's Digital Transformation Journey <ul style="list-style-type: none"> Learn how design DNA can help drive your organisation's digital transformation Detect and avoid common pitfalls during different stages of the design process Why execution is crucial (and when it is not!) How to speed up the design process and at the same time, improve customer experience Jasper van Veen SVP, Team Head of Digital Innovation & UX Design, TMB Bank	One Version of the Truth: Moving from Multi-Channel to True Omni-Channel <ul style="list-style-type: none"> How do you build a true omni-channel experience, deliver and measure it? Breaking down organisational silos to create end-to-end customer visibility What type of technology infrastructure is needed to offer a seamless experience? Senior Representative, Genesys	Turning Social Messages into Useful Business Insights <ul style="list-style-type: none"> Capturing and getting real-time feedback on your brand How can you effectively turn feedback into action responding to market sentiments? What are the social listening tools and digital innovations driving advancements in this space? 	Embarking on a B2B Digital CX Strategy – The Why, What & How <ul style="list-style-type: none"> Digital transformation: How has it changed the landscape for traditional B2B companies? Lessons from B2C CX: What are the key takeaways? Bringing your customers closer; how can you leverage digital technologies, analytics and channels to deliver an enhanced customer experience?

1510

Maximising the Mobile Experience of Your Customers

Creating excellent experience in the mobile space is complicated. Businesses often create a one-off mobile strategy without understanding the core needs of their customers and the elements that make a mobile initiative 'user-friendly' and 'engaging'. This session will review best mobile channel strategies as part of the omni-channel customer experience and how you can best prepare for customers' mobile expectations of the future.

The honestbee Story on Creating That Seamless Online & Offline Customer Experience

Delivering beyond the customers' needs requires you to know what they need, and when they need it, allowing you to then engage them at the optimal time. But when the customer journey often starts and ends at different touch points, seamless service delivery is a huge challenge.

- What are customer expectations in an omni-channel environment?
- How can you get the required information, to the required people at the required time?
- Reviewing challenges on moving between online vs. offline experience and how to retain customer happiness and satisfaction

Toni Ruotanen,
Head of Customer Experience,
honestbee

Giving a Voice to Your Customer – A Retail Perspective on Customer Centricity

- Why starting at the top is the only way
- How to move from listening to acting
- Why single-minded focus on loyalty may not be the answer
- Should we care if you are satisfied or, dissatisfied?

Dale Preston,
Head of Customer Voice,
Coles

PANEL: Leading True Cultural Change for CX in B2B Organisations

- How can you effectively drive home the importance of CX to internal functions and departments?
- Strategies on instilling CX deep into the company's DNA
- Monetising CX – encouraging interdepartmental collaborations and brainstorming to attract new customers and retain old ones
- Retaining and attracting the right B2B CX talents

Philipp Gockel
Global Senior Manager
Customer Delivery Experience,
Schneider Electric

Panchali Chandrashekhar
Head Global Customer Experience Hub,
Atlas Copco

1640

Afternoon Tea & Networking Break

Presentation @ Tech Cube

1625

CX Leaders Interactive Roundtables 1

During this part of the summit, delegates will get the opportunity to select two topics of their choice at 45 minutes each. Discussion groups are deliberately kept small to ensure that all delegates get the opportunity to ask their most pressing questions, thereby guaranteeing a perfectly tailored experience.

INTERACTIVE ROUNDTABLES

Table 1: Customer-Centricity in the Digital Reality

- How do you evaluate customer behavior in the digital paradigm and understand its meaning for your business?
- It's not just technology, it's about convenience, speed and connectivity
- What does the CRM of tomorrow look like?

Moderator:
Joseph Toh, Head of Strategy & Innovation, **Credit Suisse**

Table 2: The Power of Mobile & Personalisation

- What are the latest innovations in mobile apps when it comes to offering personalised, targeted customer experience?
- How can you leverage data insights to personalise your customer's mobile experience?
- Integrating API: Creating consistent value-added benefits to your customers through effective collaboration with partners

Table 3: Engaging Your Customer via Gamification

- Defining the objective and purpose of gamification
- Incorporating gamification into your CX strategy
- Driving adoption to build loyalty and business growth

Table 4: Wearables – The Next CX Technology Frontier?

- How has IOT lead to the proliferation of wearable devices?
- What are the capabilities of wearables for retail and enterprise alike?
- Linking these new platforms to your customers' needs, and wants

Moderator:
Jasper van Veen, SVP, Team Head of Digital Innovation & UX Design, **TMB Bank**

Table 5: Creating Socially-Driven Experiences

- Which social channels matter for your brand and why? What matters most to your customers?
- Social listening – what are your customers saying and where? Should you engage in the conversation?
- Discussing the link between social media, customer experience and reputation management

Table 6: Creating a Seamless Omni-Channel Experience

- What can brick and mortar stores learn about omni-channel from the new disrupters?
- Addressing the challenges of transcending from multi-channel to omni-channel
- Revising your omni-channel blueprint to identify gaps

Table 7: Using Voice of Customer to Improve CX & Bottom-Line Results

- Tools & metrics to capture VOC in quantitative and qualitative terms
- Turning data into feedback for marketing, sales & service delivery
- Using analytics to draw insights from solicited and unsolicited feedback, determine & interpret scores

Moderator:
Customer Experience Management Representative, **Confirmit**

Table 8: Personalising Your Marketing Programs & Interactive Content

- Using customer data to deliver the right message at the right time to the right audience across all channels
- Building an interface that encourages feedback
- Leveraging content /knowledge – putting collective insights into agents hands as and when they need it

Moderator:
Chris Reed, Global CEO & Founder, **Black Marketing**

Table 9: Using Analytics to Re-Design Customer Experience

- Using customer insights from real-time data to drive decisions
- Consolidating data across channels to predict the customer's needs
- Equipping and empowering your customer experience team with the right set of information

Table 10: Providing Differentiated Services through Customer Segmentation

- Building a case of service differentiation for high-value vs. standard customers or by other segmentations
- What are the intended and unintended consequences in service differentiation?
- What results have you achieved by a differentiated service and what value is created, at what cost?

Moderator:
Chris Walls, Head of CRM, **Sephora Digital**

Table 11: Linking Employee Engagement with Customer Experience

- Employee loyalty and engagement; how can you turn your employees into your best advocates?
- Initiating employee ambassadorship; strategies driving an 'outside-in' CX culture
- Devising attractive employee incentives and rewards for social sharing as part of your customer outreach

Moderator:
Laxman Murugappan, Co-Founder & Principal Consultant, **Academy of Customer Experience**

Table 12: Outsourcing Customer Experience: An Opportunity or A Challenge?

- Cost-benefit analysis of outsourcing vs. in-house
- How do you ensure quality in customer service delivery when it comes to outsourcing?
- Devising an effective customer experience management framework for monitoring service quality

1710

CX Leaders Interactive Roundtables 2

1755

Delivering the Ultimate Customer Experience via a Customer-First Culture

- Aligning corporate vision and business goals in a customer-centric manner – how does your future roadmap look?
- Customers view your brand as one; reviewing successful strategies empowering employees across various departments to act as one
- Building an integrated customer experience approach – envisioning the right mix of people, process and technology

1825

Chairman's Closing Remarks & Hosted Evening Reception

1930

GALA DINNER & AWARDS CEREMONY



0800	Registration & Refreshments	VIP Hosted Breakfast Briefing
0840	Welcome Back Address by Customer Experience Asia	
0850	Chairman's Day Two Remarks	
0900	Mastering Public Relations in the New Customer Economy Think about it, it's no longer about money. It's about the experience. Nothing else. Having that amazing experience that no one else gets to have, that "look what I did, look what I'm sharing online that no one else can". That's what drives the economy, and will for the next century. Knowing how to offer that experience to your customers and clients is key. Without it, you've got nothing. Join Peter Shankman, best-selling author of <i>Zombie Loyalists</i> , as he discusses how to create rabid fans of your business. Fans that will bring you more customers, generate more revenue, and do your PR and marketing for you.	BIG IDEA KEYNOTE
	Peter Shankman Founder, ShankMinds: Breakthrough & Author, Zombie Loyalists: Using Great Service to Create Rabid Fans	
0945	Building a Customer Centric Organisation that People will Love! <ul style="list-style-type: none"> Cultivating a company culture that consistently puts customers at the heart of decision making Enablers for building a customer centric organisation Measuring customer experience and setting actionable performance metrics Getting buy-in from the whole organisation 	
	Neil Frith Chief Operating Officer, AXA Life Insurance Singapore	
1015	Thought-Leadership Presentation	
	Chris Brown, Director Customer Experience Management, Confirmit	


1045	Customer Experience Benchmarking 3	
1050	Morning Tea & Networking Break	Presentation @ Tech Cube
1135	Connecting Customer Experience to Business Outcomes & Proving ROI <ul style="list-style-type: none"> Making the connection between great customer experience & business outcomes? Choosing the right projects to drive value How do we prove ROI? Balancing the need for measurement & getting things done 	PANEL DISCUSSION
	Mark Liversidge Chief Marketing Officer Asia Pacific, Hilton Worldwide	
	Shefali Gupta SVP DBS Improvement Program, DBS Bank	
1220	The Science of Social – Serving the Digital-Savvy Customer <ul style="list-style-type: none"> How has social changed customer engagement and to what degree? How should social fit into your overall omni-channel customer experience strategy? Social engagement and interaction best practices Understanding the implication of social on customer service, CX design thinking and contact center strategies 	
	Dr. Michael Wu Chief Scientist, Lithium	
1250	Lunch	Presentation @ Tech Cube
	Turn to page 13 to find out more about the Presentations @ Tech Cube	

	LOYALTY & BRAND MANAGEMENT	CULTURE & EMPLOYEE ENGAGEMENT	DATA ANALYTICS & CUSTOMER INSIGHTS	B2B CUSTOMER EXPERIENCE
1400	Maximising Brand Experience through Technology & Innovation <ul style="list-style-type: none"> Is your organisation ready to adopt a tech-first approach to further brand conversion? How can technology help optimise and elevate brand experience? Marrying innovations with targeted marketing campaigns across digital and physical channels 	Inspiring Employees to Deliver Exceptional Customer Experience Engaged and empowered employees are much more likely to provide proactive solutions; advise customers and boost satisfaction and loyalty. But this is easier said than done. <ul style="list-style-type: none"> Understanding the required employee behaviour Linking behaviour back to performance and benefits Giving employees a voice in your CX strategy Empowering employees with a service recovery framework that aligns to budget 	Data-Led Business Transformation Driving Exceptional CX <ul style="list-style-type: none"> Leveraging data to identify real-time customer needs and patterns Using customer insights to drive business strategy and transformational change across people, process and product Differentiating product and services through an understanding of the customers' thought processes Case study on Lufthansa's journey on providing outstanding, personalised customer experience 	Driving Customer Experience Transformation with Your Sales Channel Partners <ul style="list-style-type: none"> Embedding CX into partners' employees' behaviour: How can we educate, empower and co-design the desired experience? Evaluating what is needed to secure CX transformation buy-in from partners' top management Leveraging VOC to empower sales and support team for greater customer-retention
	Mark Harland Marketing & Customer Experience Director, General Motors International		Marcus Casey VP Personalised Customer Experience, Lufthansa	Stephane Sanchez Global Customer Experience Digital & Marketing, Caterpillar
1430	Broadening Customer Outreach & Loyalty via Strategic Partnerships <ul style="list-style-type: none"> How can partnerships play a part in enhancing customer experience and loyalty? Defining the right partnerships that work for you and your customers Partnership management: Forming sustainable collaboration driving exceptional performance and results 	Attracting, Retaining & Engaging Millennial Workers <ul style="list-style-type: none"> Understanding millennial: What do they want and what is important to them? How can you foster brand loyalty and engagement? Incentivising millennial: What else can we offer aside from competitive wages and compensation packages? Reverse mentoring; what can we learn from them? 	PANEL: Turning Data into Actionable Customer Insights <ul style="list-style-type: none"> In god we trust, all others must bring data; Understanding why data will be your key to winning and keeping customers Designing your data roadmap: Deciding what to capture and how to capture it for greater customer insights How can you leverage customer insights to differentiate service, empower front-line staff and create emotional loyalty? Measuring and evaluating the ROI of your data analytics program 	Providing a Seamless Customer Delivery Experience – What does it Entail? <ul style="list-style-type: none"> Understanding your customer's expectations – how can you plan and build the delivery capabilities satisfying their needs? Closing the loop – Designing and collecting insightful feedback on the delivery experience Follow-up actions - Developing and/or improving solutions in response to feedback on the delivery experience
		Wan Ezrin Sazli Wan Zahari Head of People, AirAsia & AirAsia X	Binu Azad Director Business Analytics & Partner Management, Philips	Philipp Gockel Global Senior Manager Customer Delivery Experience, Schneider Electric
			Dr. Shonali Krishnaswamy Researcher & Data Scientist, Institute of Infocomm Research (I2R), A*STAR	

1500	<p>PANEL: Elevating Customer Engagement via Effective Loyalty Programs</p> <ul style="list-style-type: none"> Understand how to create an emotional connection between your brand and customer Moving from ad-hoc rewards to a consistent loyalty program Building in customer reward programs for brand advocacy Customer segmentation – adopting a culture of data-driven decisions to reach the right audience with the best message Developing a personalised program, exclusive to each customer through available omni-channel <p>Chris Walls Head of CRM, Sephora Digital</p>	<p>PANEL: Building a Sustainable Service Culture</p> <ul style="list-style-type: none"> Cultivating a company culture that consistently drives towards delighting customers Building a powerful service culture transformation – key steps to take Creating a balanced CX framework which allows employees to go above and beyond and consistently deliver outstanding service Highlighting quick wins and changing employee behaviours to bring silos together and create an engaged workforce culture <p>Frank Yazdi Head of Client Services, Asia Pacific Operations, Societe Generale</p>	<p>Transforming Customer Experience through Data Driven Strategies</p> <ul style="list-style-type: none"> Data quality – Are you proactive or reactive? Data culture – Is your business leading or losing? Why targeting, segmentation and optimisation is no longer a nice to have <p>Simon Trilsbach General Manager, Experian Data Quality, Experian</p>	<p>Building & Implementing a Successful B2B Customer Excellence Program</p> <ul style="list-style-type: none"> How has B2B clients' expectations evolved? Assessing the key elements of a great customer experience program Leveraging data and technologies for customer behavioural insights Customer experience as a key competitor differentiator; how can we foster long-term relationships and brand loyalty? <p>Panchali Chandrashekhar Head of Global Customer Experience Hub, Atlas Copco</p>
1520			<p>The Power of Predictive Analytics for Knowing Your Customer</p> <p>Predictive analytics leveraging on machine learning can have a transformative impact on deep understanding of customer behaviour, life stages, and changing needs. This in turn leads to personalised and highly contextual customer engagement. This session will feature case studies involving the use of mobile/ location data and social/web data from diverse industry verticals such as Telecommunications, Banking, Insurance and Transportation.</p> <p>Dr. Shonali Krishnaswamy Researcher & Data Scientist, Institute of Infocomm Research (I2R), A*STAR</p>	

1540 **Afternoon Tea & Networking Break** Presentation @ Tech Cube

SOCIAL MEDIA & CONTENT MARKETING STRATEGIES	MEASURING CX ROI	CUSTOMER-JOURNEY MAPPING	REGIONAL CX DEVELOPMENTS
1610 <p>Building Social Media Experiences as Part of Your Digital Transformation Journey</p> <p>As brands begin to bridge the gap between what their customers expect and what they can deliver as digital experiences, many brands are now building out a solid social experience strategy to help them get there. A good social experience framework needs a comprehensive audience strategy, social platform strategy, social content construct, rich behavioural and attitudinal measures and effective listening strategy.</p> <p>Intel has been recognised globally for using social media as an effective means of driving both brand and business results. Being the sixth most influential brand globally on social, the session offers a unique peek at the brand's social media journey.</p> <p>Jamshed Wadia Head of Digital Marketing & Media, Asia Pacific & Japan, Intel</p>	<p>PANEL: CSAT, NPS, CES... - Which KPIs & Metrics Make Sense?"</p> <p>There are no shortage of available tools to measure customer satisfaction, emotion and NPS. But which makes sense for your business? It is extremely easy to become caught up in measuring KPIs - relishing achievements in high satisfaction scores based on your metric of choice but, we need to ask ourselves - has the overall customer experience really improved?</p> <ul style="list-style-type: none"> Reviewing available metrics/ KPIs – Aligning options with your customer experience goals What review process can you put in place in order to recognise and avoid chasing the wrong metrics? How can you measure and drive incremental customer experience improvement? <p>Adam Geneave Vice President, Customer Experience, Wyndham Vacation Resorts Asia Pacific</p> <p>Dominic Hoffmann SVP, Regional of Customer Experience, Lazada Group</p>	<p>Crafting a Customer-Centric Journey & Process for Your Business</p> <ul style="list-style-type: none"> Building a single view of the customer and tracking long-term behaviours to improve conversion Understanding your customer's non-linear path to purchase: from awareness, evaluation to purchase and retention. Creating a continuous journey to purchase for your always-on customer 	<p>Discover how customer experience has evolved in markets across Asia! The sessions below will feature a key market leader offering country-specific customer insights and CX developments on the below topics:</p> <ol style="list-style-type: none"> Defining your customers – What are their profiles and how do you best engage with them? Assessing customer experience maturity– Where are we at? How have customer experience expectations in your region evolved? Navigating culture and customs – top 3 CX localisation tips! Sneak peak of CX initiatives-at-hand <div style="margin-top: 10px;">  [1610-1630] INDONESIA </div> <div style="margin-top: 10px;">  [1630-1650] PAKISTAN Yasir Manzoor GM Video Services, PTCL </div> <div style="margin-top: 10px;">  [1650-1710] INDIA </div> <div style="margin-top: 10px;">  [1710-1730] PHILIPPINES </div>

1640	<p>Social Listening & Engagement</p> <ul style="list-style-type: none"> How can you leverage social media to enhance engagement with your customers in an increasingly connected world? What are some innovative and effective social tools available in the market? Tips on equipping your organisation with the right tools and skill sets to build long-lasting, meaningful customer relationships 	<p>Quantifying & Measuring The Quality of Your Organisation's Customer Experience Performance</p> <ul style="list-style-type: none"> Reinforcing the value of exceptional customer experience How are you currently measuring the effectiveness of your organisation's CX performance? Key metrics to consider and pitfalls to avoid 	<p>MASTERCLASS: Reinventing Customer Experience through Design Thinking</p> <p>In this extended 60-mins session you will have the opportunity to get in-depth on the topic of design thinking and look at its practical application for CX.</p> 
1710	<p>Aligning Your Content Marketing with Customer Experience</p> <ul style="list-style-type: none"> Evaluating the role of content marketing in customer experience What are the keys to developing a customer-centric content strategy? Putting content at the heart of your SEO, social and lead-nurturing campaigns How can we strike the balance between topics and keywords? 	<p>Beyond the NPS Score- What's Next for CX Measurement Strategies?</p> <ul style="list-style-type: none"> Challenging the usage of the NPS score How can companies improve their Customer Experience measurement systems to measure customer outcomes? Looking beyond measurement to action; Management to Leadership & Customers to Employees <p>Dominic Hoffmann SVP, Regional Head of Customer Experience, Lazada Group</p>	<ul style="list-style-type: none"> Taking the framework of design thinking and making it a reality in the context of your product/ company/ industry Using design thinking or human centred design to develop customer strategies and services Building a common foundation of empathy between your company and your customers <p>Cyprian Wong Head of User Experience & Design, UBS Wealth Management</p>
1740	<p>Virtual Reality – Envisioning the Future of Customer Experience</p> <ul style="list-style-type: none"> ©CXOT - Customer Experience Optimization & Transformation How will virtual reality change the game for customer experience? ©Digital First Providing an immersive and personalised experience – the sky is the limit First look at HTC's VIVE forefront customer experience initiatives <p>Tony Nga Head of Global Customer Experience, HTC</p>		
1810	<p>Chairman's Closing Remarks & End of 2016 Customer Experience Management Asia Summit</p>		

CLOSING KEYNOTE

TECH CUBE AGENDA

6-7 SEPTEMBER 2016

Located in the exhibition hall, the Tech Cube will feature the hottest CX technologies and solutions available in the marketplace. Make full use of the refreshment breaks during the two days main conference and assess for yourself whether they have place in your CX strategy. Each tech demonstration will last for 15 minutes and is a sure-fire way to stay updated and relevant.

Session 1

Leveraging Simplified Cloud Customer Engagement Platforms to Make Every Interaction Count



Stephen Irecki
Solutions Engineering Manager
Interactive Intelligence

Session 2

Keeping Your Customers Happy – With Visually-Designed Monitoring Tools



Heath Adams
Regional Director Asia Pacific,
Dapresy

Session 3

Delightful Customer Experiences in an Omni-Channel World – Tracking & Mapping Your Customer's Journey through Feedback & Analytics



Karthik Gowda
VP International Business
CloudCherry

*Watch out for this space! More tech dome sessions to be confirmed.

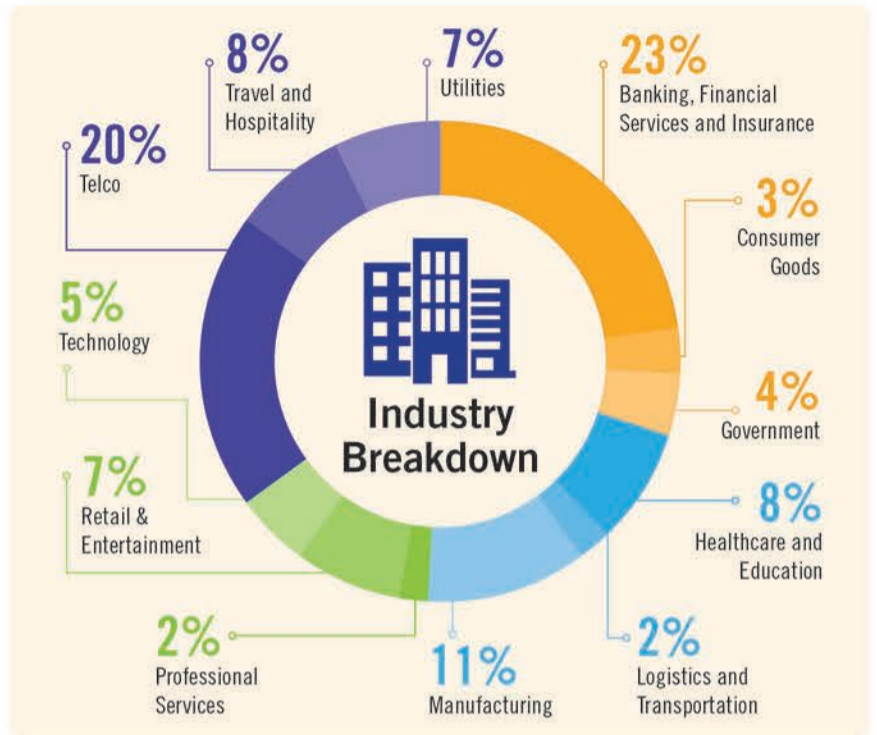
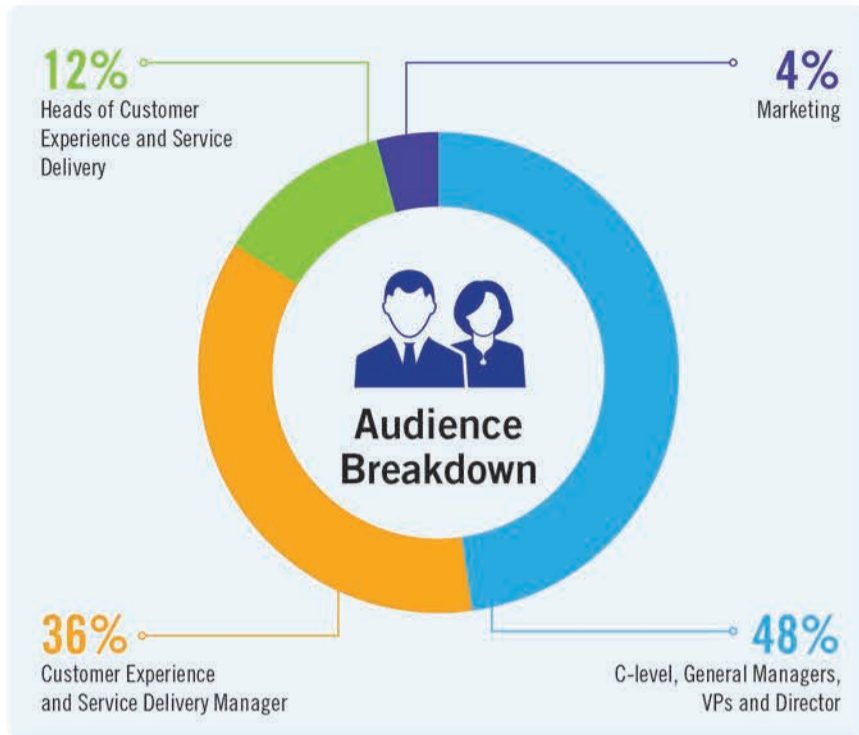


If you have an innovative CX technology or solution to share, we would like to hear from you.
Please contact us at Daniel.vonBurg@iqpc.com.sg

WHO ATTENDS CEM SUMMIT ASIA?

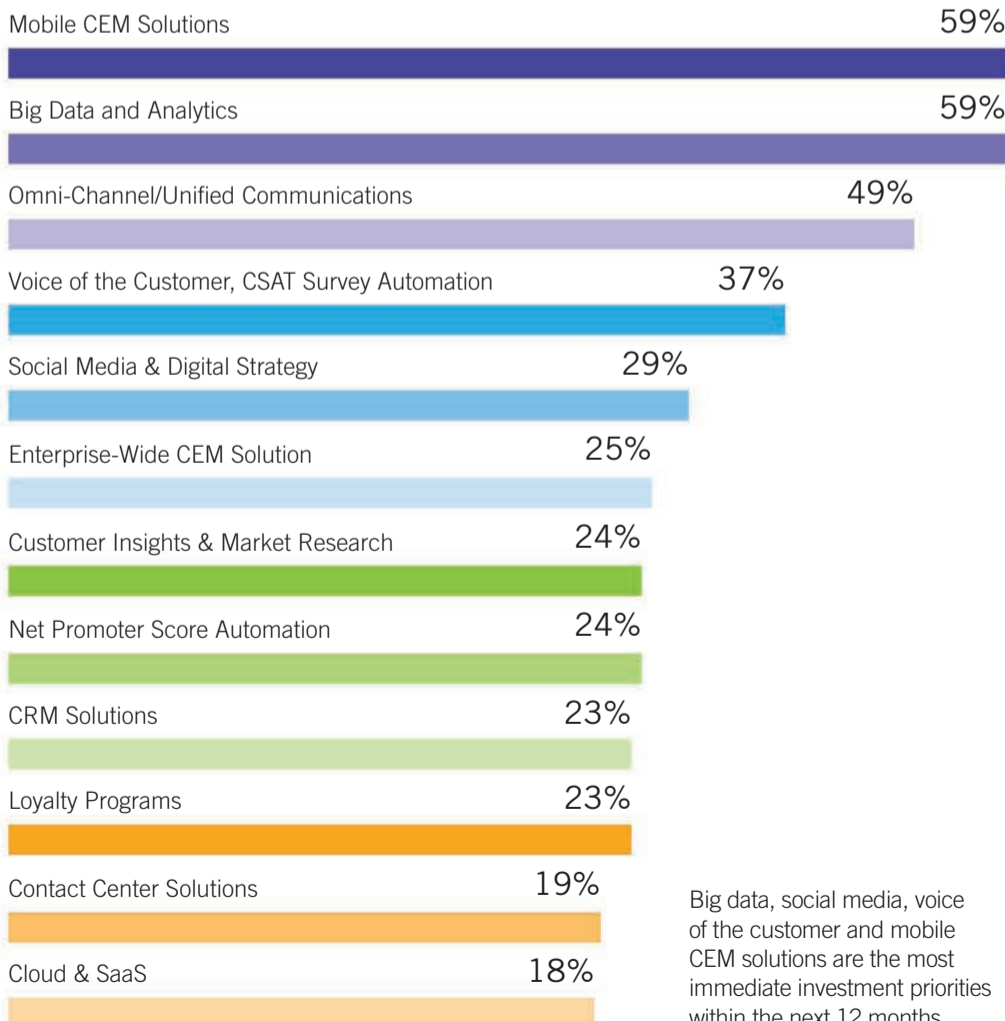
AUDIENCE OVERVIEW

2015 FACTS AND FIGURES



WE PROFILED OUR 2015 ATTENDEES. HERE'S WHAT WE FOUND OUT:

ARE YOU CURRENTLY USING OR ARE INTERESTED IN THE FOLLOWING SERVICES / SOLUTIONS?



Big data, social media, voice of the customer and mobile CEM solutions are the most immediate investment priorities within the next 12 months

OVER THE NEXT YEAR, IS YOUR BUDGET AVAILABLE FOR CEM RELATED INITIATIVES?



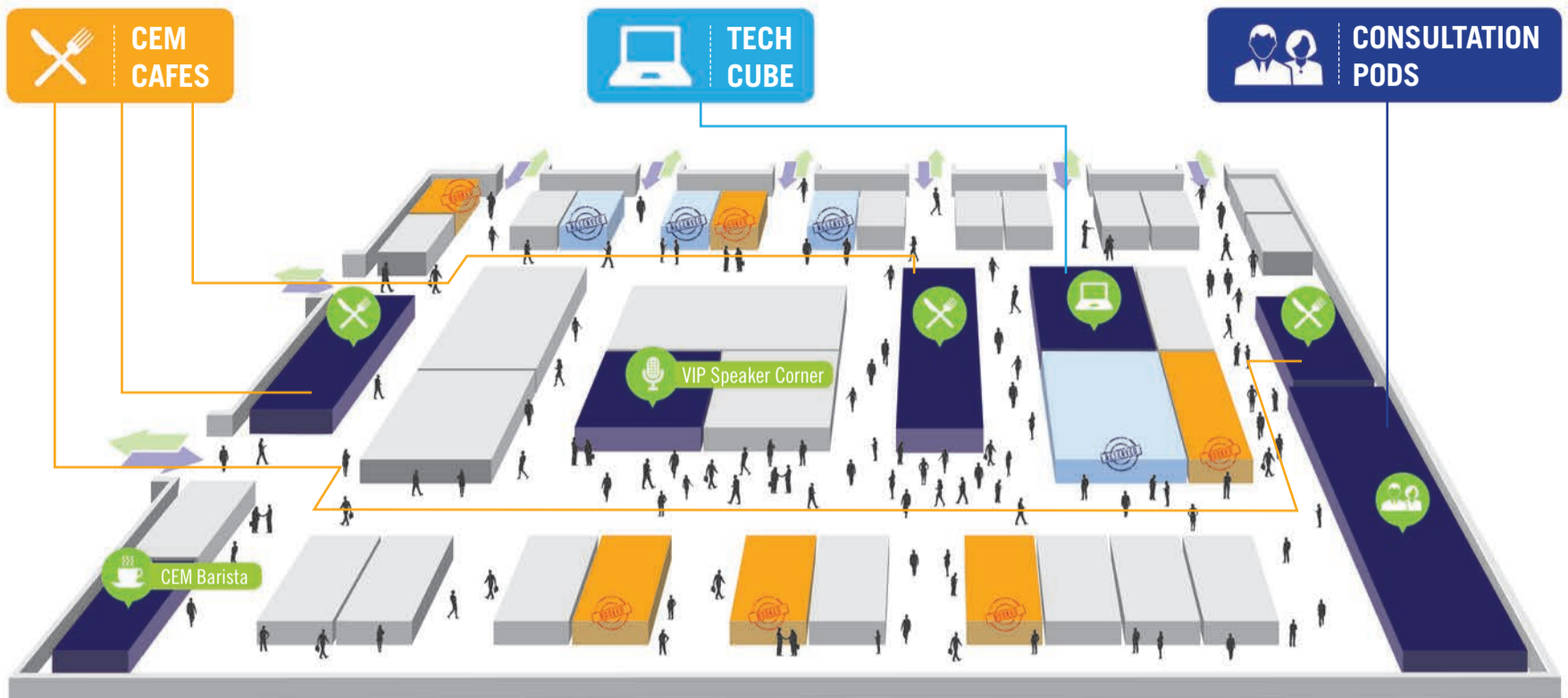
Budgets for CEM initiatives are definitely growing over the next few years

HOW INVOLVED ARE YOU IN SELECTION AND BUDGET SPEND FOR VENDOR SERVICES/SOLUTIONS?



82% of respondents have direct influence on procurement

EXHIBITION FLOOR PLAN



HOW CAN IQPC REDUCE YOUR SALES CYCLE AND GET YOU MORE QUALIFIED LEADS?

In the last 5 years, like you, we've seen our customers change. CX is no longer just the domain of customer service; it's filtered into marketing strategy, product development and boardroom decisions. As the market continues to mature, getting in front of the right company and the right person, at the right time to invest becomes more complex. Over time IQPC has developed an advanced way of sorting the curious from the serious when it comes to deciding who is ready to buy and who is merely window shopping. We call it profiling, and it runs through everything we do.



THIS IS HOW IT WORKS

In the past sponsors would visit an event and run around trying to meet potential buyers, become exhausted by having the same conversation and perhaps even miss out on meeting potential buyers who were there!

STEP IN PROFILING...



A buyer books on to the conference



They are then passed to our customer experience manager and taken through a questionnaire



This questionnaire establishes their key challenges, investment priorities, decision making process and most importantly identifies the budget holder.



We then use this information to set up one to one meetings between you and interested buyers



HOW DOES THIS HELP?

Having proprietary information of this sort allows you to meet the right people at the event and have an in depth conversation based on knowledge of their needs, rather than adopting a scattergun approach in the hopes that you will hit the right people. It also allows you to approach a company at exactly the right time, when they are open to changing or engaging a new provider. Without this information it is all too easy to miss the narrow buying window and be left trying to engage someone who is two years into a ten year contract.

Give us a call on **+65 6722 9388** to find out more on how profiling can help you!



- Pre-Conference Workshops
5 September 2016
- Main Conference
6-7 September 2016
- Site Tour & LEGO® Serious Play® Workshop
8 September 2016
- Venue
Marina Bay Sands, Singapore

Please complete in **BLOCK CAPITALS** as information is used to produce delegate badges.
Please photocopy for multiple bookings. Your priority registration code is printed below. Please quote it when registering.

EVENT CODE: 21639.009 PDFW

BOOK AND PAY BEFORE 1 JULY 2016 AND SAVE UP TO \$1100 ON THE CONFERENCE PACKAGE!

CONFERENCE PACKAGES

ALL PRICES SHOWN ARE IN SINGAPORE DOLLARS

EARLY BIRD PRICE

Payment BEFORE
1 Jul 2016

STANDARD PRICE

Payment AFTER
1 July 2016

<input type="checkbox"/> All Access Premium Pass: Conference + 5 Add On	5594 (SAVE 1100)	5894 (SAVE 800)
<input type="checkbox"/> Conference + 4 Add On <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> Site Tour	4995 (SAVE 900)	5295 (SAVE 600)
<input type="checkbox"/> Conference + 3 Add On <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> Site Tour	4396 (SAVE 700)	4696 (SAVE 400)
<input type="checkbox"/> Conference + 2 Add On <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> Site Tour	3797 (SAVE 500)	4097 (SAVE 200)
<input type="checkbox"/> Conference + 1 Add On <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> Site Tour	3198 (SAVE 300)	3498
<input type="checkbox"/> Conference Only	2399 (SAVE 300)	2699

- Discounts DO NOT apply to workshop(s)-only bookings • Singapore companies, please add prevailing GST.
- Registrations without immediate payment or credit card details will incur a processing fee of SGD99 per delegate

DELEGATES REGISTRATION DETAILS

Title: Mr. Mrs. Ms. Dr. Other

First name: Surname:

Job Title: Department:

Email Address: Company:

Address:

Country: Postcode:

Telephone: OFFICE MOBILE Fax:

Approving Managers Name:

Email Address:

Delegates Signature: Approving Managers Signature: Date: DD / MM / YYYY

I agree to IQPC's payment terms.

If the invoice is to be addressed for the attention of a different person than the delegate, please complete the details below:

First name: Surname:

Email Address: Telephone: OFFICE

If you have not received an acknowledgement before the conference please call us on **+65 6722 9388** to confirm your booking.

PAYMENT METHOD

I WISH TO PAY BY CREDIT CARD: PLEASE DEBIT MY CREDIT CARD

Card Type: Visa Mastercard American Express Expiry Date: MM / YY

Card Number: / /

Name Printed on the Card:

Signature: Date: DD / MM / YYYY

BY DIRECT TRANSFER Please quote **21639.009** with remittance advice

IQPC Bank Details: Account Name: IQPC WORLDWIDE PTE LTD
Account Number: 147-048128-001 Swift Code: HSBCSGSG
Bank Address: The Hong Kong and Shanghai Banking Corporation, 21 Collyer Quay,
#08-01 HSBC Building, Singapore 049320

All bank charges to be borne by the payer. Please ensure that IQPC receives the full invoiced amount.

5 WAYS TO REGISTER

- +65 6722 9388 enquiry@iqpc.com.sg
- +65 6720 3804 www.customerexperienceasia.com
- IQPC Worldwide Pte Ltd, 61 Robinson Road,
#14-01 Robinson Centre, Singapore 068893

TEAM DISCOUNTS

IQPC recognises the value of learning in teams. Group bookings at the same time from the same company receive these discounts:

- ◆ 3 or more 7%
- ◆ 5 or more 10%
- ◆ 8 or more 15%

Only one discount available per booking. Team discounts are not available in conjunction with another discount, and do not apply to workshop(s) only bookings. Call us for a special discount rate for teams of 10 and above.

VENUE & ACCOMMODATION

Marina Bay Sands, Singapore
10 Bayfront Ave, Singapore 018956
Tel: 6688 8868

Hotel accommodation and travel costs are not included in the registration fee. A reduced corporate room rate has been arranged at **Marina Bay Sands, Singapore** for attendees at this conference. To take advantage of this special rate, please process the hotel room reservation form provided upon confirmation of your attendance.

CONFERENCE DOCUMENTATION

- I am registering as a delegate, please send me an extra set of Conference Documentation with Audio CD with a SGD100 discount: SGD699.
- I cannot attend the event, please send me the Conference Documentation and Audio CD at SGD799.
- I cannot attend the event, please send me the Conference Documentation only at SGD549.

Orders without immediate payment or credit card details will incur a processing fee of SGD99 per delegate.

(N.B. Advance orders will determine whether or not this conference will be recorded - Please enclose payment with your order.)

Any custom duties & taxes imposed on the shipment of order/s shall be borne by the recipient.

IQPC CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY

- You may substitute delegates at any time by providing reasonable advance notice to IQPC.
- For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.
- In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.
- Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances.
- IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.
- Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible.

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YOUR DETAILS:

Please email our Database Maintenance Department at database@iqpc.com.sg and inform them of any incorrect details which will be amended accordingly.

DATA PROTECTION:

Personal data is gathered in accordance with the Data Protection Act 1984. Your data may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the box below.

- Please do not pass my information to any third party.

PAYMENT TERMS

Registrations/orders received without immediate payment or credit card details will incur a processing fee of SGD99 per delegate. Payment is due in full upon receipt of invoice. Full payment prior to the event is mandatory for attendance.

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Company Registration No: 199702288Z

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