

LEAD

LOYALTY - EXPERIENCE - ANALYTICS - DIGITAL

31 October – 1 November 2017, Suntec Convention Centre, Singapore



Asia's premium event for
the modern marketer

Created by

terrapinn
use your brain

Digital budgets will account for more than 75% of the marketing budget by 2018

Accenture



100+
speakers

30+
exhibitors

650+
attendees

LOYALTY. EXPERIENCE. ANALYTICS. DIGITAL.

Revenue growth starts with customer **loyalty**. But how do you get it right?

By 2020, it's expected that customer **experience** will overtake price and product as the key brand differentiator. So how do you create experiences that wow?

Everybody talks about data and **analytics**. But how do you turn all this information into actionable insights that will improve your bottom line?

Digital marketing budgets are expected to grow at least 12% in the next year. So where should you be putting your money and how can you keep up with the changing technology landscape?

Welcome to **LEAD**

Asia's premium event for the modern marketer returns in 2017, hot on the heels of our best ever event in 2016. With more than 600 leading marketing players attending the 2017 edition, we'll explore the four key pillars of marketing success:

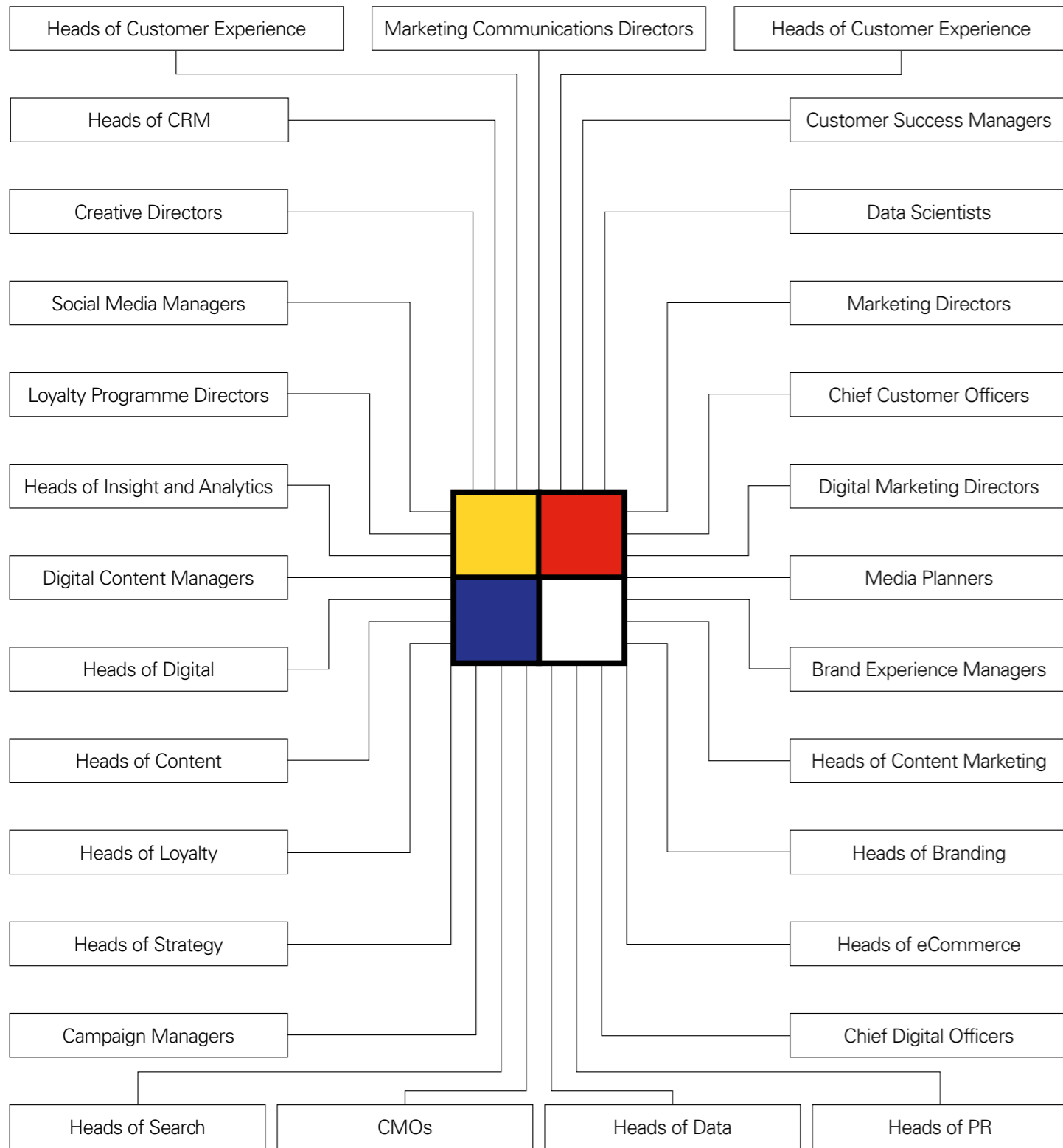
LOYALTY	EXPERIENCE	ANALYTICS	DIGITAL
Ideas, strategies and technologies to drive customer loyalty	Innovations from across Asia that are redefining the customer experience	Actionable insights from your data, to better serve your customers	The latest trends for digital marketers

Be inspired by the keynote presenters and then dive deeper into one of the dedicated tracks. The tracks will be made up of case studies from leading brands and the latest technology innovators.

Alongside the conference is an exhibition showcasing the latest loyalty, customer experience, marketing analytics and digital marketing technology and solutions.

If you want to meet and inspire marketing teams from across Asia, you need to join us.

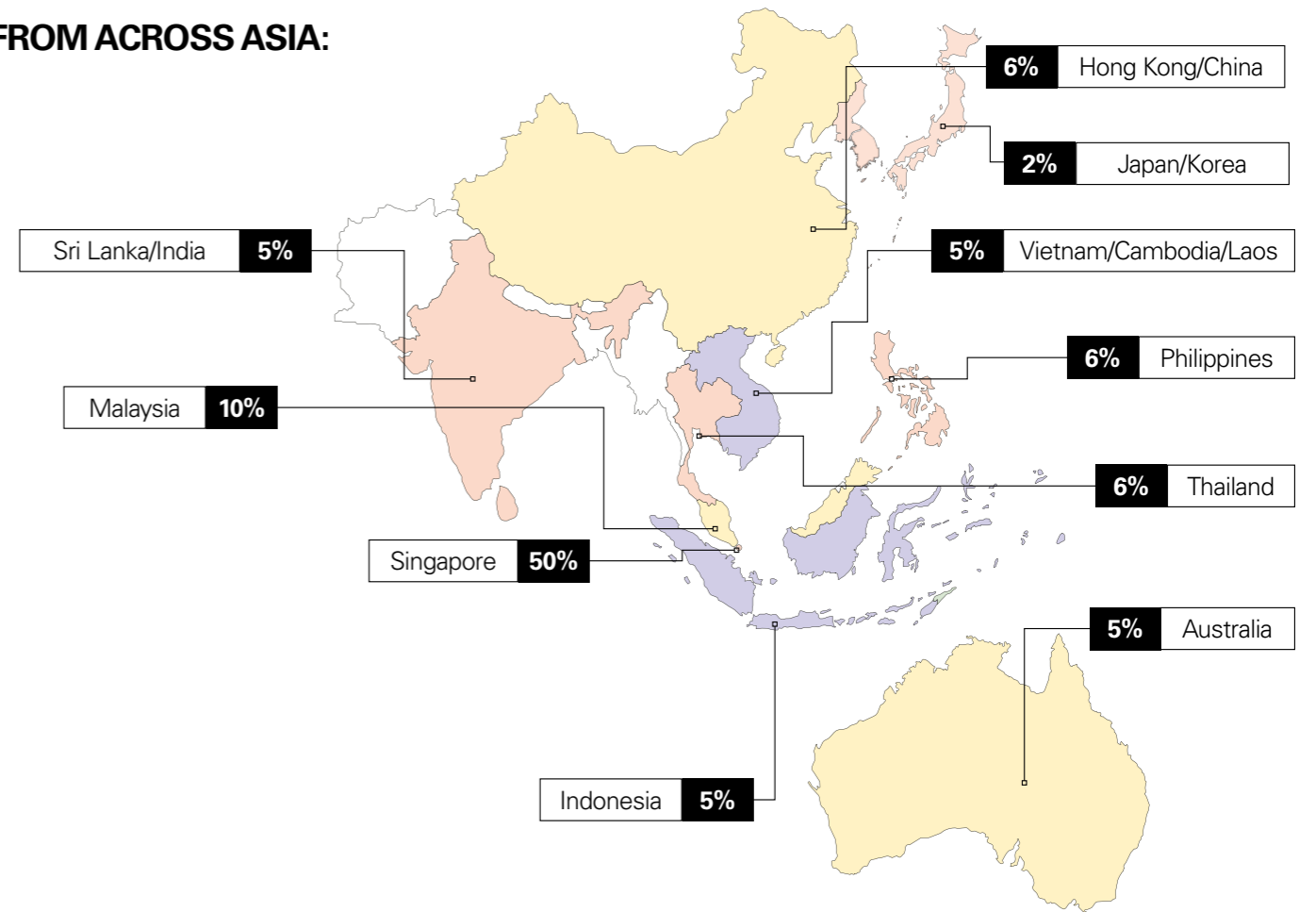
WHO ATTENDED IN 2016?



FROM ACROSS A VARIETY OF INDUSTRIES INCLUDING:



FROM ACROSS ASIA:



2016 ATTENDEES INCLUDED:

Shell
 Dell
 The Entertainer Fz Llc
 L' Oreal Singapore
 Swotfish Pte Ltd
 Sprooki Pte Ltd
 Sociomantic Labs
 SGAG
 D'Well Research
 Popular Chips
 Perx Technologies
 Moleskine Asia
 Linkfluence
 Inno8tif Solutions Sdn Bhd
 Isentia
 DoubleClick by Google
 Digital Alchemy Limited
 AIMIA Proprietary Loyalty Singapore Pte Ltd
 Cartesian Consulting Pte Ltd
 3Radical
 Adv Fusionex Sdn Bhd
 Zendesk
 Retail Food Group
 Republic Polytechnic
 AccorHotels
 SME Development Bank Malaysia Berhad
 Urban Redevelopment Authority Of Singapore U.R.A.
 Neo Garden Catering Pte Ltd
 GMO-Research Inc.
 Innovation Quotient (Pvt) Ltd.
 Caring Group Pte Ltd
 Pioneer Group
 ASTRO
 Revolic Tech Co., Ltd.
 Zoho Corporation
 Nicolas Kubanek
 Pr Newswire Asia
 Lola's Cafe
 KidsSTOP Children's Science Centre Singapore
 Fung Retailing
 Challenger Technologies
 Toppan Printing
 Themed Attractions & Resorts
 Wyndham Hotel Group - South East Asia and Pacific Rim
 Citi
 The Growth Hacker's Guide to the Galaxy
 GNC Group Asia
 Marina Bay Sands
 Emirates Group
 Syniverse Technologies
 CMS Wire
 CRMXchange
 Digital Advertising Assn Thailand

Asia Cloud Computing Association
 Sephora Digital
 Wing Tai Retail
 R3
 Indochine Wellness Company Limited
 Dialog Axiata PLC
 Jack Morton Worldwide
 Thomson Reuters
 Goodstufh
 Die Denkfabrik
 Cotton On Group
 Publicitas
 SKTelecom
 Janrain
 Thanachart Insurance
 CMO Asia
 Association of Accredited Advertising Agents Singapore
 Porcelain Pte Ltd
 Scoot
 MetLife Innovation Lab
 Jollibee
 Royal Selangor
 TBWA\ Group Asia Pacific
 William Grant & Sons Ltd
 Malaysia Airlines
 Deliveroo
 WPP
 Pizza Hut Asia
 Enviro Health Tech LLC
 FWD Life Insurance Corporation
 Ministry for Education Singapore
 Ad Asiaonline
 Landor Associates
 Hong Kong Shanghai Banking Corporation
 ?What If!
 Southwest Airlines
 Axis Bank
 Tetra Pak
 Lenovo
 APM Group Solutions Co.,Ltd.
 LOTTE Members
 Edenred Pte. Ltd.
 Econsultancy Asia
 Cambridge Analytica
 Rentwise (M) Sdn Bhd
 TNS
 Ecentrix
 Singapore Aviation Academy
 Airasia Malaysia
 Clorox International Philippines
 Media B.U.Z.Z
 Tesco Stores (Malaysia) Sdn Bhd
 M promo group
 Warc
 Shangri-La Hotel Group

Sociedade de Jogos de Macau
 Sprooki
 Net-a-Porter
 Trent Ltd - Westside
 Tusker Mattresses Ltd
 Quantiq International Pte Ltd
 Ceylinco Life Insurance Ltd
 Marketing Institute of Singapore
 Ikano Pte Ltd
 Themarketingsite.Com
 Digital + Direct Marketing Association Asia
 Philippine Association of National Advertisers (PANA)
 The Loyalty Post
 T.G.V.Cinemas Sdn Bhd
 Asia Content Marketing Association
 PayPal
 Ascentis Pte Ltd
 Jollibee worldwide Services
 A.N.Z. Bank
 Reebonz
 ACCOR
 ZALORA Group
 Endemol Asia Ltd
 H.K. Express Airline
 PINS
 Honestbee
 Click2view
 foodpanda Singapore
 Huga
 Havas Drive
 HappyFresh
 Warc Asia
 Zc Social Media Inc
 Chope
 DM2
 Bombardier Recreational Products
 Unilever Ltd
 01 Studio Private Limited (Wah!Banana)
 Mediatropy
 Visa
 Dentsu Aegis Network
 Eatigo
 Sansiri Public Company Limited
 CNBC Asia Pacific
 Dommal Food Services Sdn Bhd
 Publicitas Digital Singapore
 UL International-Singapore Pte Ltd
 PT. Federal Karyatama (Federal Lubricants)
 National University of Singapore
 Habib Bank Ltd
 Singpost Ecommerce
 AIMIA
 Celcom Planet Sdn Bhd

Wunderman
 NTT DATA Corporation
 PT. Bank DBS Indonesia
 Telenor
 KidZania Singapore
 Metro Pte Ltd
 YouGov Singapore Pte. Limited
 Abacus Consulting Technology Pvt Ltd
 VietnamMarcom
 Sisley Paris
 Terrapinn Pte Ltd
 Lion and Lion
 Google
 GoGoVan Singapore
 Singapore Productivity Centre
 KKday
 Kadence International
 McCann Japan
 Starhub
 Cebu Pacific Air
 Westpac Banking Corporation
 Infiniti Motor Co Ltd
 PT Global Digital Niaga (Blibli.com)
 PT Djarum
 Grass Roots
 Challenger Technologies Ltd
 Sharing Economy Association
 DBS
 foodpanda
 Accor Asia Pacific
 Reebonz Pte Ltd
 Azadea Group
 Lee Kuan Yew School of Public Policy
 Public Works Department
 Insurans Islam TAIB Holdings Sdn Bhd
 Appway
 PT. Gilkor
 MetLife Asia
 China Merchants Loscam
 Orange Clove Catering Pte Ltd
 L'oreal Luxe APAC
 Grab
 Unilever Singapore Pte Limited
 The Jewel Box Pte Ltd
 NTUC
 NTUC Link Pte Ltd
 Super Bean International Pte Ltd
 Changi Airport Group
 Singapore Advertisers Association
 Cartesian Consulting
 PropertyGuru
 Visa Worldwide Pte Limited
 GEMFIVE
 Raymond Ltd

BBM
 Four Seasons Hotel Singapore
 Aspial Corporation (Aspial - Lee Hwa Jewellery)
 Lego
 Taboola (Thailand) Limited
 Syarikat Maluri Sdn Bhd
 YTL Hotels
 Leo Burnett/M&T (BCC)
 Wyndham Hotel Group
 Terrapinn
 Small Luxury Hotels of the World
 Circles.Life
 Digital Advertising Consortium Inc
 Mafatlal Industries Limited
 Jetstar Airways
 Brand Now Co Ltd
 Shiseido Group and Beaute
 Prestige International
 General Motors
 AppVirality Technologies
 Pilipinas Shell Petroleum Corporation
 BlueShift Labs
 Raymond Limited
 Symantec Asia Pac
 Banking and Technology Sectors
 U-FLY Alliance
 Zustro
 PT Astra Aviva Life
 Lee 3D Ltd
 Adknowledge Asia
 Toaster Ltd
 The Shell Company of Thailand
 NLP Bots
 CME Group
 Wirecard Technologies GmbH
 Themed Attractions Resorts & Hotels Sdn Bhd
 Adasia Media Pte Ltd
 AdAsia
 Econsultancy
 Nuffnang
 S.P.H. Radio Pte Ltd
 Safra Radio
 MediaCorp Pte Ltd
 PR Newswire
 The Coffee Bean & Tea Leaf
 Digital Alchemy
 Surapon Foods Public Company Limited
 National Environment Agency
 Mercer (Singapore) Pte Ltd
 AirAsia Berhad (SG Office)
 Reward U
 AirAsia
 Kamikaze B2B. Media
 Sampo Holdings (Asia) Pte Ltd

Want to meet these companies? Contact Lee SooMin at SooMin.Lee@terrapinn.com or +65 6322 2336.

2016 SPEAKERS



Lingyi Xiong
Founder
01 Studio Private Limited
(Wah!Banana)



Steen Puggaard
Chief Executive Officer
4Fingers Crispy Chicken



Joao M. Rocco
Vice President, Global Brand Experience,
ACCORHotels Luxury Brands
ACCOR



Damien Lavin
Chief Revenue Officer
AdParlor



Philipp Kristian Diekhoner
Asia Innovation Partner
Die Denkfabrik



Regan Yan
Chief Executive Officer
Digital Alchemy



Giles Henderson
Head of Distribution
DM2



Michael Cluzel
Co-Founder and CEO
Eatigo



Spencer Lee
Commercial Director
AirAsia Malaysia



Benedict Ang
Associate Director, Business Risk Strategy & Efficiency (BRSE)
ANZ Bank



Andrea Edwards
Executive Director
Asia Content Marketing Association



Wong Mei Wai
Business Director
Aspial Corporation (Aspial - Lee Hwa Jewellery)



Emma Heap
Managing Director
foodpanda Singapore



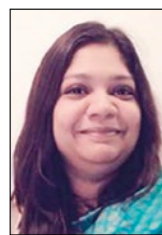
Isabelle Lim
Director of Public Relations and Communications
Four Seasons Hotel Singapore



David Au
Group Managing Director, Marketing
Fung Retailing



Victoria Yustinovich
Regional Lead, Customer Experience, Strategy
General Motors



Vani Dixit
VP, Head of Loyalty
Axis Bank



Wong Wan Ling
Consulting and Strategic Marketer
Banking and Technology Sectors



Matthew Talbot
Chief Executive Officer
BBM



Vijay Chittoor
Chief Executive Officer and Co-Founder
BlueShift Labs



Chris Martell
Global Client Director, Unilever
Geometry Global



Allard Sjollem
Managing Partner
GNC Group Asia



Patrick Wong
Country Manager
GoGoVan Singapore



Eugenia Tan
Director of Strategy
Goodstuf



Steven Mansour
Social Consumer Experience Lead
Bombardier Recreational Products



Nik Laming
General Manager - Loyalty
Cebu Pacific Air



Loo Pei Fen
Chief Marketing Officer
Challenger Technologies



Arif Ziaudeen
Chief Executive Officer
Chope



Pankaj Khushani
Head of Media Technology Solutions - SEA, India & Korea
Google



Simon Kahn
Chief Marketing Officer
Google



Mark Hayes
Co-Author
The Growth Hacker's Guide to the Galaxy & Founder, **Rocketshp**



Alexei Schaller
Vice President, Customer Insights
HappyFresh



Abhishek Gupta
Co-Founder
Circles.Life



Niamh Byrne
Regional Head, Customer Experience, APAC & EMEA
Citi



Simon Kearney
Chief Executive Officer
Click2View



Marites Dagdag
President
Clorox International Philippines



Michael Lisboa
Regional Experience Director
Havas Drive



Shane Chiang
Head of Marketing & Communications
Honestbee



Martin Riley
Managing Director, Singapore
Huge



Garick Kea
Regional Insights Director, Asia
Isentia



Katharina Pohl
Head of Marketing, Asia
Cotton On Group



Jurgen Meerschaege
SVP Head of Business Analytics & Decision Support
DBS



Priyanka Nath
Digital Marketing and Social Media Lead, SEA
Dell



Dr. Vikram Bansal
Chief Data Officer
Dentsu Aegis Network



Spencer Ng
Innovation & Insights Director, Singapore
Isentia



Richard Bradley
VP, Executive Creative Director
Jack Morton Worldwide



Chantal van Wijnbergen
Head of Marketing and PR, SEA
Jetstar Airways



Ed Pasion
Head - Loyalty Programs
Jolibee

Would you like to speak at LEAD 2017? Contact Lee SooMin at SooMin.Lee@terrapiinn.com or +65 6322 2336.

2016 SPEAKERS



Benjamin Choo
Country Manager,
Singapore
KKday



Nick Foley
President, SE Asia
and Japan
Landor Associates



**Lars Silberbauer
Andersen**
Senior Global
Director of Social
and Video
Lego



Benjamin Duvall
Chief Evangelist
for Asia
Linkfluence



Mark Turnbull
Managing Director
SCL Elections



Nandini Joshi
Head of Strategy
Sephora Digital



Karl Mak
Co-Founder and
Business Director
SGAG



Mark Wong
Vice President,
Asia
Small Luxury
Hotels of the
World



**Sumit
Ramchandani**
Managing Director,
Singapore
Lion and Lion



Khairul Nisa Ismail
Head, Enrich &
Loyalty
Malaysia Airlines



Daniel Yong
Director,
Global Media
Marina Bay Sands



Maunik Thacker
Senior Vice
President
Marketing
Marina Bay Sands



Benedict Hayes
Managing Director,
South East Asia
and India
Sociomantic Labs



Brooks Thomas
Communications
Advisor
Southwest
Airlines



Pablo Amate
Head of Marketing
Sprooki



Rayana Pandey
Social Editorial
Lead, Digital
Transformation,
Consumer
Business Group
StarHub



Shun Matsuzaka
Creative Planner
McCann Japan



Pierre de Luca
Managing Director
Mediatropy



Rahul Mudgal
Talent Marketing
Leader – Asia,
Middle East and
Africa
Mercer



Dr. Lee Ng
VP & COO for
Lumenlab, MetLife
Innovation Centre
MetLife Asia



George Guo
Corporate Vice
President and
Managing Director
APAC
Synverse
Technologies



Dan Paris
Group Director
– Business
Development
TBWA\Group Asia
Pacific



Sharon Roessen
Managing Director
Terrapinn
Singapore



Philip Whittaker
Chief Marketing
Officer
Themed
Attractions and
Resorts



Andrea Rossi
Managing Director
Moleskine Asia



Animesh Samuel
Product Head
NLP Bots



Anna Gong
Chief Executive
Officer
Perx Technologies



Gabi Kool
Chairman of the
Board and CEO
PINS (formerly
BalticMiles)



Kelvin Lee
Global Director,
Social Media
Marketing for
Financial & Risk
Thomson Reuters



Nitin Nashandar
Regional Managing
Director, Brand &
Communication,
Asia Pacific
TNS



Zoe Lawrence
APAC Director -
Digital
TNS



Steven Greenway
Deputy CEO
UFLY Alliance



Karen Chan
Chief Digital
Officer
Pizza Hut Asia



Andrea Olivato
Head of
Operations
Popular Chips



Lee Walsh
Managing Director
Publicitas



Uma Talreja
Chief Digital
Officer
Raymond Ltd



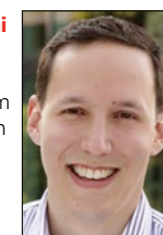
Sze-Meng Soon
Vice President,
Head of Marketing
Strategy, Planning
and Insights, Asia-
Pacific
Visa



Edward Pank
Managing Director
Warc Asia



Priyanka Nadkarni
Marketing Lead,
International and
Strategy & Program
Manager, Premium
& Private Wealth,
International
Westpac Banking
Corporation



**Harald
Siebenweiber**
Senior Project
Manager, Mobile
Services
Wirecard Asia
Pacific



Penny Cox
VP of Commercial
& Marketing
RedMart



Elvin Li
Head of R&D
Reebonz



Jessica Ho
Senior Consultant
R3



Shufen Goh
Principal &
co-founder
R3



Scott Spirit
Chief Strategy
Officer & Chief
Digital Officer
WPP



Tony Gothard
Senior Director
Revenue, Sales &
Marketing
Wyndham Hotel
Group – South
East Asia and
Pacific Rim



**Christopher
Daguimol**
Regional PR
Director
ZALORA Group



**Patrick
Steinbrenner**
Regional Director
ZALORA Group

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THE EXHIBITION

The exhibition is where technology companies leading innovation in loyalty, customer experience, marketing analytics and digital marketing technology will be showcased.

The event features over 30 exhibitors and is attended by over 650 attendees. A variety of packages are available from small pods - ideal for technology startups - to senior sponsorship packages for those wishing to be seen as leaders in this industry.

TECHNOLOGY ON DISPLAY WILL INCLUDE

LOYALTY

- Loyalty platforms and programmes
- Voice of the customer
- Rewards and incentives programmes
- Community and review solutions
- Gamification
- Card manufacturers/printers

EXPERIENCE

- CX management systems
- Omni channel solutions
- CRM
- Experiential marketing
- Customer engagement solutions
- E-commerce platforms
- Consultants

ANALYTICS

- Data management and storage
- Web and mobile analytics
- Visualization and reporting
- Real time and dashboards
- Social media monitoring
- Predictive analytics
- Data security

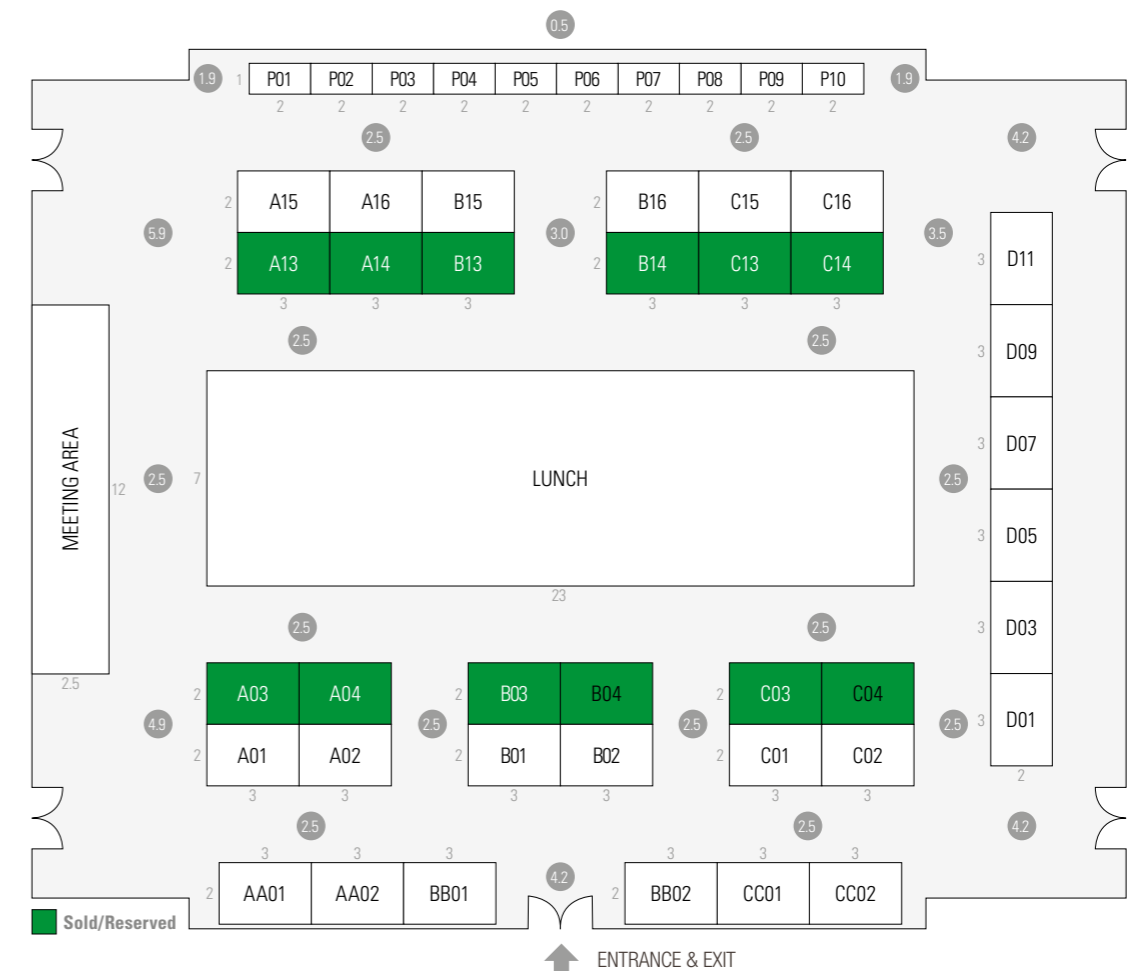
DIGITAL

- Social media technologies
- Marketing automation
- Programmatic ad placement
- Content marketing
- SEO and SEM consultants
- Mobile marketing
- Campaign management
- Marketing apps

2016 SPONSORS AND EXHIBITORS INCLUDED:



FLOORPLAN



Executive Exchange Lounge

Our Executive Exchange Lounge offers you more than just a simple stand. They provide a comfortable meeting place on the exhibition floor to spend time with prospective clients and showcase your solutions.

If you want to get your solution in front of marketers, loyalty practitioners and heads of customer experience from across Asia then call Lee SooMin now at +65 6322 2336 or email SooMin.Lee@terrapinn.com

Secure your booth early. Contact Lee SooMin at SooMin.Lee@terrapinn.com or +65 6322 2336 for more details.

SPONSORSHIP PACKAGES

A YEAR ROUND INTEGRATED MARKETING PLAN

Inventory	Title	Platinum	Gold	Silver	Associate	Exhibitor	
Keynote	1						
Conference chair	1	1					
Session Presentation	1	1	1				
Session Panel	1			1			
Roundtable discussion	1	1			1		
Meetings	15	10	5	3			
Dedicated Marketing	Yes	Yes	Yes				
Conference Passes	10	8	7	5	3	2	1
Exhibitor Passes	5	3	2	2			
Exhibition Stand	Meeting Lounge (12sqm)	12sqm	6sqm	6sqm	6sqm	6sqm	Pod-stand (2sqm)

Our marketing campaign kicks off twelve months out and is a fully integrated digital campaign using a variety of channels:

WEBSITE

Our website is fully responsive and is updated regularly.

EMAIL MARKETING

We run a sophisticated lead generation and lead nurture campaign to our comprehensive database.

DIGITAL ADVERTISING

Working with a leading digital advertising agency adverts will be placed on Google, display networks, and Facebook. Retargeting will be used extensively.

INBOUND MARKETING

Our team regularly blogs, and ebooks will be produced for download and lead generation.

SOCIAL MARKETING

Blog posts and event alerts are regularly posted to our dedicated Facebook page. They are posted to relevant 3rd party groups and pages.

PRESS AND 3RD PARTY CAMPAIGN

We will be partnering with leading press and media. Digital advertising, email blasts and print adverts will be placed in the run up to the event.

DIRECT SALES

Our dedicated direct sales team ensures that no lead is left unconverted. As a sponsor or exhibitor at LEAD you can leverage our marketing campaign:

- Your logo will be prominent on all marketing materials
- You can benefit from our inbound marketing machine and post blogs and content to the site

LEAD

LOYALTY - EXPERIENCE - ANALYTICS - DIGITAL

FOR SPONSORSHIP OPPORTUNITIES, CONTACT

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