

Agenda

A glimpse of this year's activities

The agenda will update from time to time, once the information is confirmed. Stay tuned!

TIME	ACTIVITIES
0800 - 0900	Registration & Networking Grab your conference passes & coffee. It's gonna be a long day!
0900 - 0910	Opening Remark Speaker: Chan Kee Siak, CEO & Founder of Exabytes Group
0910 - 0940	[Presentation] 10 Common Mistakes When Advertising on Google AdWords Speaker: Jerrick Yeoh, Exabytes Digital Manager
0940 - 1000	[Presentation] Coming Soon Speaker: Carol Fung, Manager of eCommerce Adoption & Ecosystem Upliftment, eCommerce Enablement Division, MDEC
1000 - 1030	[Presentation] Optimizing Your Email Marketing Funnel For Maximum Conversions Speaker: Mellissa Lee, Head of GetResponse Malaysia
1030 - 1040	Tea Break Take a break and some coffee sip
1040 - 1110	[Presentation] Building a Growth Stack : How to pioneer your customer funnel Speaker: Kanika Agarwal, CEO & Founder of Passion Peers
1110 - 1130	[Presentation] Sharing Economy - Leveraging on Crowd for effective marketing and value-added services Speaker: Junaida Orangzib, Manager of B40 Division, MDEC
1130 - 1215	[Panel Discussion] Satisfying a Hunger to Create and Share <i>Consumers turn to digital media when they want to share food and drink experiences, and that's also where they look for meal inspiration and solutions from others like themselves. How can food and beverage brands create user-generated content for consumer engagement, you wonder?</i> Panelists: 1) Joseph Goh, Founder/CEO, Jobbie 2) Tableapp 3) DahMakan 4) Cooked

	Moderators: <i>Coming Soon</i>
1215 - 1310	Lunch & Networking Eat all you can for this long day. Don't forget to visit the exhibitors & exchange cards!
1310 - 1335	[Presentation] Coming Soon Speaker: Sushi Vid
1335 - 1400	[Presentation] Coming Soon Speaker: ModeFair
1400 - 1430	[Presentation] How to Increase Your Landing Page Conversion Rate? Speaker: Ashley Ong, Regional Google Trainer, at Google Partner Academy
1430 - 1515	[Panel Discussion] Don't Go Viral For The Wrong Reasons <i>Everyone knows the powerful of viral marketing - But should going viral the first thing on your mind? Or should you be focusing on creating great relevant content that matters to your audience?</i> Panelists: 1) Roger Wong, Head of Digital, Shock Media Studio 2) Aaron, CEO/Founder, Goody25 3) Greeno Sia, Co-founder, ViralCham - Rojaklah 4) DEX Venture Moderators: Chia Ting Ting, Company Director cum Head of Digital Content Marketing and Advertising Sales, FG Media/Malaysiakini
1515 - 1530	Tea Break Take a break and some coffee sip
1530 - 1600	[Presentation] Data Driven Marketing Opportunities Speaker: Chan Kin Peng, Founding Partner, Kasatria Technologies Sdn Bhd
1600 - 1620	[Presentation] Coming Soon Speaker: iShare
1620 - 1650	[Presentation] Coming Soon Speaker: Edward Ling, Category Manager, Shopee Malaysia
1650 - 1750	[Panel Discussion] The Ultimate SEO Trends & Algorithms <i>Everyone knows the importance of SEO and how it affects our website visibility. How do we ensure the things that we do, and the keywords that we target are right and accurate? What are the ways to measure KPI?</i> Panelists: 1) Jerrick Yeoh, Marketing Manger, Exabytes Digital 2) Chan Kin Peng, Founding Partner, Kasatria Technologies Sdn Bhd 3) Siew Ling, SEO Manager, Search Guru Sdn Bhd 4) Julian Foo, Copywriter and Conversion Rate Optimisation Consultant for JUJU Services Moderators: Sunny Ooi, Co-founder and Managing Director of ClickAsia Malaysia and Singapore
	[Lucky Draw]

1750 - 1800

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