



ForwardLeading

Digital Marketing Leaders Summit Agenda



6th - 7th December 2018



InterContinental Grand Stanford, Hong Kong



Day 1: 6th December 2018

08.00 - 08.50	Registration
08.50 - 09.00	Chairperson Overview
09.00 - 09.45	<p>The Unbelievable Growth Journey of Mobike & Its Feasibility Cross Industry</p> <p>From internet companies to consumer goods companies, growth is one of the hottest topics. Mobike grew to its first 20 million daily transactions in 11 months, Wechat grew to its first 100 million users in 433 days. Eric will share some learnings behind the unbelievable growth journey as his experiences in traditional consumer goods companies will aid him in abstracting some methodologies feasible across industries.</p> <div data-bbox="438 1041 657 1256"></div> <p>Eric Tian Vice President, Marketing Mobike</p>
09.45 - 10.30	<p>Presentation Title TBC</p> <div data-bbox="467 1451 644 1505"></div> <p>Brian Mak Head of Hong Kong, Macau The Entertainer</p>



Day 1: 6th December 2018

10.30
-
11.00

The Transformation of the Game World Through Marketing

What does it take to build and lead a growing network of video game media properties in Southeast Asia? Chris will discuss the methods and marketing techniques he uses to make sure the game world stays ahead of its game.



**GAME
MEDIA
ASIA**

Chris Anderson

Chief Content Officer

Game Media Asia / Hong Kong Esports

11.00
-
11.30

AM Coffee Break

11.30
-
12.00

The Process of Activating Your Brand

Think about when you first start a business. Nobody knows who you are and they definitely aren't aware of your brand. Your brand is effectively lifeless. And it needs to be 'activated' before it can be of any use. But it doesn't just apply to new brands. If a business wants to rebrand itself it can't just make a few changes and hope people notice. It needs to go through the process of switching people's minds over to the new brand and making them aware of it.



UBS

Caroline Darcy

*Group Head of Advertising, Sponsorship &
Brand Activation*

UBS

12.00
-
12.45

Presentation Title TBC



Elaine Hui

Brand Marketing Lead

Airbnb



Day 1: 6th December 2018

12.45 - 14.00	Lunch
14.00 - 14.45	<p>How Knowing The Steps Doesn't Mean Growing Your Brand</p> <p>As marketers, we all know that SEM, social media optimisation, brand development etc are essential to the growth of a company. But what are the steps to take once you are aware of these components? This talk will discuss the pivotal steps necessary to ensure you don't miss out on all the marketing opportunities open to your brand.</p> <div data-bbox="464 792 644 972"></div> <p>Phil Ingram <i>Vice President, Marketing</i> Remote Lands</p>
14.45 - 15.30	<p>HKRI's Experience in Building a Brand in Mainland China</p> <p>In this talk, Claudia will discuss China's unique digital practice which is very different from the rest of the world. She will use the format of a case study to highlight useful tactics of running a successful integrated communication programme.</p> <div data-bbox="413 1337 695 1460"><p>香港興業國際集團有限公司 HKR International Limited</p></div> <p>Claudia Choi <i>Head of Brand Management</i> HKR International</p>
15.30 - 16.00	PM Coffee Break



Day 1: 6th December 2018

Panel Discussion: The Secrets Behind the Best User Acquisition Strategies

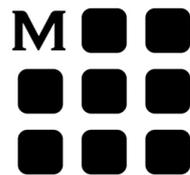
This panel will look at how to develop User Acquisition strategies including:

- Looking at data, automation, personalisation, brand awareness, SEO, Vitality, Content & partnerships
- Turning Users into Customers
- How to retain and nurture customers
- Can automation help build customer relationships? Using Predictive analytics to understand customer movements and experiences.

16.00

-

16.30



Andrea Mantovani
Head of Ecommerce
Moleskine

Growth Hacking Challenge

Have you heard of growth hacking and have you begun to use it in your marketing strategies?

There is a revolution taking place in the world of startup growth, and the brands that get behind it will have a competitive advantage over their competitors. This session will help people understand this new phenomenon.

16.30

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17.00

Prepare yourselves to think hard about questions such as:

- What is growth hacking?
- What are the best cases of growth hacking?
- How would you use this in your marketing strategy?
- What are the biggest challenges posed by growth hacking?

17.00

-

19.00

Networking Drinks



Day 2: 7th December 2018

08.00

-
08.50

Registration

08.50

-
09.00

Chairperson Overview

Belt & Road Initiative Meets Affiliate Marketing

09.00

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09.45

Frank will present Hybrid Influencer Marketing, plus seven other approaches to be successful in Affiliate Marketing, and benefit from the harmonious geopolitics of eCommerce. This will not cover eCommerce dynamics in Mainland China, but will show the positive effects of the BRI through the Countries it connects, how innovations like payment apps are spreading, and especially how to succeed in eCommerce in such countries through affiliate marketing. These are applicable to both affiliates who want to grow their business, and brands who want to grow their affiliate program.

FOREO

Frank Ravanelli

Head of Affiliates Asia & EMEA

Foreo

The Digital Landscape of the Customer Journey

09.45

-
10.15

The modern customer demands to be treated as an individual; for their digital experiences and communications to be personalised and highly-relevant, and catered to match their specific needs, interests, and preferences. And while customer expectations are increasingly reaching all-time highs, their patience and tolerance for sub-par experiences are at all-time lows. This talk will focus on how to ensure your digital strategy is on par with customer needs.



Louis Shao

Digital & End Customer Marketing

Director

Jabra GN



Day 2: 7th December 2018

10.15 - 10.45	<p>A Successful Marketing Campaign is an Integrated Marketing Campaign</p> <p>Building a successful marketing campaign is reliant on devising and implementing both local and regional strategies to achieve key KPIs including SEO content, social, email, events and partnerships. All of these components together are what can make or break your marketing campaign. In this talk, Ann will discuss what steps to take to ensure you get 100% out of your marketing strategies.</p> <p> Ann Wong Marketing Director Compare Asia Group</p>
10:45 - 11:15	<p>AM Coffee Break</p>
11.15 - 11.45	<p>How Important Is Social Listening When It Comes to Digital Marketing</p> <p>Customers spend anywhere from 20-40% more on companies that engage with them on social media. In fact, 60% of consumers that post a complaint on social media expect a response in less than 60 minutes. You've got one hour to notice and respond. And if you don't, 88% of them are unlikely to buy from you again or recommend you to friends and family.</p> <p>So this talk will discuss the importance of social listening and understanding what new trends are happening around you and implementing them in time.</p> <p> Ayu Razumova Global Lead, Web, E-commerce & Digital Technology TCL Communications</p>



Day 2: 7th December 2018

Leveraging WeChat From B2B Content Marketing to Transactions

WeChat is a powerful, all-purpose platform for social media, content marketing, m-commerce, and other transactions. Any company targeting Chinese customers in and outside of China would be remiss in not having WeChat as part of their Digital Marketing mix – especially Multi-National Corporations or other non-Chinese companies looking to grow in China.

11.45
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12.30

This talk will share how Multek, a B2B manufacturer of printed circuits founded in the 1970's, significantly elevated its use of WeChat in order to address some real challenges common to many businesses. In addition, the presentation will share, at a high level, how Multek's marketing function operates -- what channels or media the company uses, how the team is organized, and what other marketing/communication services it provides internally.



MULTEK

Peter Yu

Chief Marketing Officer

Multek



Day 2: 7th December 2018

Optimise Your Brands Reach Online Via Social Media Optimisation

12.30
-
13.00

Most marketers are familiar with Search Engine Optimisation (SEO) on some level. Using the reach of search engines like Google or Bing to fuel your marketing campaign has been a successful strategy for years. But as social media grows as one of the top platforms to reach consumers, new approaches to digital marketing have emerged. One of the top strategies used by businesses looking to maximise their reach online is Social Media Optimisation (SMO).

In this presentation Mi will address the best ways to optimise your social media.



**South China
Morning Post**

Mi Li

*Head of Global Marketing
South China Morning Post*

13.00
-
14.00

Lunch



Day 2: 7th December 2018

14.00 - 14.30	<p>Forseeing the Ecommerce Marketing Trends With the Aid of Big Data</p> <p>Candace will focus on the role of ecommerce and its trends and how to use big data to manage your inventory and ROI.</p> <p> Candace Cheung Senior Manager, Strategic Marketing eBay</p>
14.30 - 15.00	<p>Presentation Title TBC</p> <p> SONY MUSIC</p> <p>Shawn Paltiel Director, Insights & Marketing Sony Music Entertainment</p>
15.00 - 15.30	<p>PM Coffee Break</p>
15.30 - 16.30	<p>Panel Discussion: Global Performance Marketing Trends</p> <p>Leading digital marketers give an insight into what trends to look out for when it comes to marketing.</p> <p> Frank Ravenelli Head of Affiliates Asia & EMEA Foreo</p>
16.30 - 17.00	<p>More to Come</p>
17.00 - 18.00	<p>End of Summit</p>

Contact Us

Following its success in Sydney, Boston and Singapore, the Digital Marketing Leaders Summit that has been rated as the conference with "the highest caliber experts and the best insights and content" is coming to Hong Kong! Take your place alongside more than 100 senior marketers, digital strategists and innovators who are redesigning the future of digital marketing.

For Speaking Opportunities

Pearl Cheng

Head of Events

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For Marketing Cooperations

Johanna Wong

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For Sponsorship and Delegate Tickets

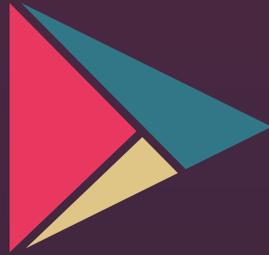
Allan Ma

Event Manager

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