



DAY CONFERENCE

SMA 2018

29.08.18

Meeting Rooms Lotus 4D/4E Level 4
Marina Bay Sands



DAY CONFERENCE PROGRAM SCHEDULE

8.00 AM Registration

9.00 AM

9.30 AM **Welcome Address**
by Vivian Yeung, SMA 2018 Chairman

9.40 AM **Keynote Speaker - "Lessons from Everest"**
David Lim
Chief Motivation Officer

BREAKOUT SESSION 1

10.30 AM **The Value of Telco Big Data Insights in OOH**
Kelly Yoong
Head of Solutions, Starhub

11.30 AM **Extraordinary Results Through Beautiful Relationships**
Damien Bray, Chief Sweet Officer, Sweet
Serene Goh, Head of Editorial Content, Sweet
Tommy Lim, Head of Creative, Sweet

BREAKOUT SESSION 2

10.30 AM **Make Attribution Count**
Damien Lavin
Head of Agency Business, Google

11.00 AM **Build Brand Love**
Paolo Lacuna
Strategist, Oath

11.30 AM **Personal Management To Extraordinary - Workshop**
Angela Ng
Managing Director, Antrepod

LUNCH BREAK

1.30 PM **Making Headline for the Right Reasons - View Ability and Brand Safety**
Auke Boersma
APAC Head of Supply, GroupM

2.00 PM **Data: How Much Is Too Much?**

Moderator:
Regan Baillie
Chief Digital Officer, GroupM Singapore

Panelists:
Hari Shankar
CEO, Singapore Media Exchange
Jan Paul Jeffrey
Head of Marketing, SEA, Jetstar
Chris Packman
Business Development Director, GroupM [m]Platform
Jayesh Easwaramony
SVP & Managing Director, APMEA, InMobi

12.30 PM END

3.00 PM

END OF CONFERENCE



MEET THE SPEAKERS



DAVID LIM (KEYNOTE SPEAKER)
CHIEF MOTIVATIONAL OFFICER

Lessons from Everest

Time: 9.40 AM

Synopsis: Everest expedition leader, author and leadership coach, David Lim, shares not only a story of overcoming the odds, but also how anyone can apply practical steps to seize stretch goals, and bounce back from any setback. In the presentation, you will learn how to:

- Set stretch goals, and get them
- Improve your belief system to get results
- Lead, not be led by change
- Use the 1% rule
- Take massive action for success



KELLY YOONG
HEAD OF SOLUTIONS, STARHUB

The Value of Telco Big Data Insights in OOH

Time: 10.30 AM (Breakout Session 1)

Synopsis: In this fast-changing world and the move towards everything digital, enterprises are leveraging on various sources of data to derive new value and insights for planning, operations, marketing and new services and product development. In this session, we will share the possibilities and value propositions that Telco Big Data Insights present for various enterprises.



PAOLO LACUNA
STRATEGIST, OATH

Build Brand Love

Time: 11.00 AM (Breakout Session 2)

Synopsis: Brands cannot be successful today without a fundamental understanding of why consumers love brands. Love is the most important ingredient for building a successful brand. In fact, highly loved brands saw +191% increase in value growth over 12 years (source: Kantar BrandZ). We see consumers act on this love every day in powerful ways. From camping out for the new iPhone to wearing logos on their shirts, hats and skin. Love is what takes a brand from good to great, from awareness to affinity, from buyers to followers.

We'll be sharing tips on how brands can increase brand love for themselves by delivering engaging content and powerful ad formats to the most appropriate audience in the right mindset.



DAMIEN LAVIN
HEAD OF AGENCY BUSINESS, GOOGLE

Make Attribution Count

Time: 10.30 AM (Breakout Session 2)

Synopsis: According to Michael Jordan, "talent wins games, but teamwork and intelligence win championships." How does this principle extend to your marketing plans, and are you doing enough to facilitate teamwork between your marketing channels?



DAMIEN BRAY
CHIEF SWEET OFFICER, SWEET



SERENE GOH
HEAD OF EDITORIAL CONTENT, SWEET



TOMMY LIM
HEAD OF CREATIVE, SWEET

Extraordinary Results through Beautiful Relationships

Time: 11.30 AM (Breakout Session 1)

Synopsis: Nurturing strong relationships with your customers takes considered thinking and careful execution. Authentic, credible storytelling and creative which adds real value and meaning to peoples lives. The Leadership Team at Sweet share their insights and case studies in achieving extraordinary outcomes through building beautiful customer engagement.



◆ **ANGELA NG**
MANAGING DIRECTOR, ANTREPOD

Personal Management To Extraordinary

Time: 11.30 AM (Breakout Session 2)

Synopsis: The Media Industry is a fast moving, high stressed industry. People can easily suffer from stress and burnt out. Feeling stress and burnt out constantly will affect our creative and agile ability necessary to do well in this industry. This one hour workshop talks about the 7 areas of self-care that will take us to greatness in achieving an extraordinary life.



◆ **AUKE BOERSMA**
APAC HEAD OF SUPPLY, GROUPM

Making Headline For The Right Reasons - View Ability And Brand Safety

Time: 1.30 PM (Breakout Session 1)

Synopsis: How focus on brand safety will drive long term confidence and investment in digital.



REGAN BAILLIE (MODERATOR)
CHIEF DIGITAL OFFICER, GROUPM SINGAPORE



HARI SHANKAR (PANELIST)
CEO, SINGAPORE MEDIA EXCHANGE



JAN PAUL JEFFREY (PANELIST)
HEAD OF MARKETING, SEA, JETSTAR



CHRIS PACKMAN (PANELIST)
BUSINESS DEVELOPMENT DIRECTOR,
GROUPM [M]PLATFORM



JAYESH EASWARAMONY (PANELIST)
SVP & MANAGING DIRECTOR, APMEA, INMOBI

Data: How Much Is Too Much?

Time: 2.00 PM (Breakout Session 1)

Synopsis: How can brands begin to navigate the plethora of data at their disposal and determine what is meaningful to drive smart data driven strategy.

