

21/3/2018

HONG KONG CONVENTION AND EXHIBITION CENTRE

40% OFF Discount for Association for Hong Kong Catering Services Management Ltd members

Original fee: USD250/ HKD1,950

Discount fee: **USD150/ HKD1,170**

Registration code: **RHA08S4P**

Register HERE

Insights from international speakers
Exchange with regional partners

A regional premier conference for marketers and brands



Kei Suzuki

Director
Ryohin Keikaku Co., Ltd.
(MUJI)



Peter Lefebvre

Creative Director
Leo Burnett



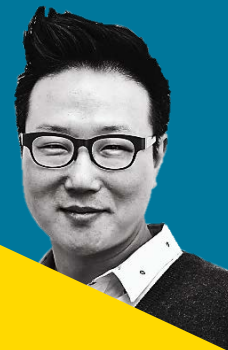
Joshua Grossberg

Group Creative Director
McCann New York



Assaf Tarnopolsky

Director, Marketing Solutions, South East Asia, North Asia & Japan
LinkedIn



Sehgeun Choi

Senior Creative Director
INNORED

Beverly W. Jackson

VP,
Social Portfolio Strategy,
MGM Resorts International

Evan Greene

Chief Marketing Officer
The Recording Academy
(GRAMMY)

Conference Highlights:

- Integration of innovation and marketing,
- Marketing in the social media world,
- Content and programmatic marketing,
- China opportunities,
- Best practices in the luring Asian market, And more...

Conference & Workshops



Sharing global marketing talents' & influencers' insights, & 101 practical tips

Exhibition



Free consultation on marketing solutions

Networking Activities



Brand Owners and CMOs Gatherings

Organiser:



Supported by:



Conference Programme

9:30am - 9:35am	Opening Session		
9:35am - 10:55am	Plenary Session 1 - Innovation Shapes New Marketing Frontiers Speakers: The Recording Academy (GRAMMY) Mr Evan Greene, Chief Marketing Officer	McCann New York Mr Joshua Grossberg, Group Creative Director Leo Burnett Mr Peter Lefebvre, Creative Director Dentsu Inc. Mr Kazuhiro Shimura, Creative Director	
10:55am - 11:10am	Coffee Break		
11:10am - 12:30pm	Plenary Session 2 - Marketing in the Social World Speakers: MGM Resorts International Ms Beverly W. Jackson, VP, Social Portfolio Strategy Ryohin Keikaku Co., Ltd. (MUJI) Mr Kei Suzuki (鈴木 啓), Director	McCann & Spencer Mr Spencer Wong, Chairman and Chief Creative Officer LinkedIn Mr Assaf Tarnopolsky, Director, Marketing Solutions, South East Asia, North Asia & Japan	
12:30pm - 2:00pm	Luncheon (by invitation only)		
2:00pm - 3:30pm	Breakout Session 1		Breakout Session 2
	Best Marketing Practices in Asia Invited speakers: Eslite, Pandora, Dyson, L'oreal, Starbucks , etc.		China and Beyond Speakers: WE Marketing Group Ms Viveca Chan, Chairman and Chief Executive Officer W Mr 3water Li, Founder The North Face, China Mr Mahmoud Salahy, General Manager Pechoin Mr Qin Hai Hu, Brand Director
3:30pm - 3:45pm	Coffee Break		
3:45pm - 5:15pm	Breakout Session 3		Breakout Session 4
	The Creative Story of Content Marketing Speakers: INNORED Mr Sehgeun Choi (崔世根), Senior Creative Director Marriott International Mr Tony Chow, Regional Director, Creative & Content Marketing, Asia Pacific Toast Communications Limited Mr Vincent Tsui, Founder & CEO NAWIN Consultant Mr Nuntawat (Golf) Chaipornkaew, Founder and Creative Director		How Big Data Changes the Face of Marketing? In association with:  Speaker: South China Morning Post Mr Korey Lee, Director of Analytics & Insights
5:15pm - 7:00pm	Happy Hour		

Dialogue & Workshops			
2:00pm - 2:35pm	2:45pm-3:20pm	3:30pm - 4:05pm	4:15pm - 4:50pm
The Non-Obvious Trends Shaping the Marketing Industry Speaker: The Non-Obvious Company Mr Rohit Bhargava, Founder & Chief Trend Curator	Dialogue with Women Marketers Speaker: Icicle Group Holdings Limited Ms Bonnie Chan Woo, Chief Executive Officer Lan Kwai Fong Group (HK) Ms Julieta Leong, Deputy Director - Marketing & Events	Dialogue with Multitaskers Speaker: The Fat Kid Inside Mr Erwan Heussaff, Founder	Branding and Marketing Tips for Start-ups Speaker: Tommy Li Design Workshop Ltd. Mr Tommy Li, Creative Director

*The programme is subject to change without prior notice

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