MARKETINGPULSE

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	Exhibition	Networking Activities
Sharing global marketing talents' & influencers' insights, & 101 practical tips	Free consultation on marketing solutions	Brand Owners and CMOs Gatherings

Organiser:

HKTDC 香港貿發局

Supported by:

The Hong Kong Advertisers Association 香港廣告客戶協會

Hong Kong Association of Interactive Marketing 香港互動市務商會

dma Digital Marketing Association Hong Kong

Digital Marketing Community

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** ***Best Marketing Practices in Asia*** Invited speakers: **Eslite, Pandora, Dyson, L'oreal, Starbucks**, etc.	**Breakout Session 2** ***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** ***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	**Breakout Session 4** ***How Big Data Changes the Face of Marketing?*** In association with: dmo 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*

Register Now!

www.marketingpulse.com.hk
#MarketingPulse