



**CONTENT**

**360**

**19-20 APRIL 2018**  
**SINGAPORE**

**MARKETING**

# Agenda

## Thriving amid content over-saturation

A recent survey found that brands increased their publishing by 800% over the past five years, but engagement per post declined by 89% over the same period. Content marketers have reached a market saturation point where increased efforts yield diminished results.

The reality is that there is too much content that is pushed out for a finite level of attention. What should brands do to break through the clutter (without adding to it) or risk blending into the rest of the noise and being forgotten?

This year, **Content 360** aims to help you manoeuvre through this daunting task by exploring new ideas and solutions to optimise your content creation, promotion and measurements. Hear from leading practitioners and thought-leaders and be inspired to find your "content tilt" – the factor that sets you apart from the competition, and ultimately, empowers you to own the category.

**Date:** 19-20 April 2018, Thursday and Friday.

**Time:** 9am – 5pm (registration starts at 8am).

**Venue:** Singapore.

### THURSDAY, 19 APRIL 2018

**8.00am**     **Registration**

**9.00am**     **Welcome and opening remarks**  
**Rezwana Manjur**, editor, *Marketing* magazine

*Opening Keynote: The new rules: How the content game has changed*

- Content marketing is going stronger than ever – but with a twist.
  - Waste no time on mediocre marketing: Uncover what's working and what is not.
  - Shock or awe: Strategies to combat content marketing fatigue.
- 9.10am**

**Pratik Thakar**, group director, creative, content and design excellence, *The Coca Cola Company*

Content creation and storytelling

*Case study: Don't speak "foreign" to me*

- 9.45am**
- Steering brand marketing and social dialogue to resonate locally.
  - Exclusive insights from Audi's "A to Beyond" brand campaign.
  - The future of mobility and what it means to the local markets.

**Rudi Venter**, general manager, marketing, *Audi Singapore*

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**10.20am**    **Morning networking break**

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**Supercharge your customer relationships through personalised content**

- 10.40am**
- Consumers are curating their content like never before.
  - To be part of their regular diet, content needs to be highly personalised.
  - The need for new levels of sophistication in the art and science of content marketing.

**Damien Bray**, chief executive officer, *Brand New Media*

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*Case study: Power to the people*

- 11.15am**
- Empower the unlikely voice – your customers – to tell your story.
  - Embrace authenticity: Fuel social marketing with user-generated content (UGC).
  - Inspiring examples of UGC campaigns done right.

**Diane Yap**, head of marketing, *AXA*

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**The authenticity imperative**

- 11.50am**
- Project your personality.
  - Share the emotions and the drive behind your brand stories.
  - Create a steady stream of conversations that inspire your content marketing programme.

**Kevin Hagino**, senior regional brand manager, *LEGO Group*

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**12.25pm**    **Networking lunch**

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**1.25pm**    **Power networking**

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**Let data drive your story**

- 1.35pm**
- Data (trust, credibility, authority) + story (humanity, context, perspective).
  - Uncover insights from datasets to reveal untold stories or find new angles.
  - Predictive analytics: A content marketer's secret weapon to stay on top of trends.

**Grace Tan**, director of corporate relations, Southeast Asia, *Visa Worldwide*

- 2.10pm**
- Case study: Chatbots: How content brings a robot to life*
- How to create content for this new channel, without botching it up.
  - A clear set of do's and don'ts for creating your chatbot's content.
  - Tips for building your own chatbot from scratch.
- Manisha Seewal, head of marketing, Tokio Marine Life Insurance Singapore**

- 2.45pm**
- Rethink email marketing: It's not dead, but it is different**
- Emerging email and marketing automation trends you must know.
  - Winning the inbox: How advanced targeting, automation and personalisation create better email experiences.
  - The advent of interactive emails that brings a transformative array of fresh possibilities.
- Melissa Lee, country manager, GetResponse**

- 3.20pm**      **Afternoon networking break**

- 3.40pm**
- Timing is everything – which data you really need to increase the results of your campaign**
- Everyone can generate ideas – but how do you incorporate user data to create effective branded content campaigns?
  - When, how and what: Understanding your target audiences' media consumption to reach them at exactly the right time.
  - Mobile first, or rather, mobile only?
- Benjamin Gajkowski, head of brand studio, Mediacorp**

- 4.15pm**
- Panel discussion: Create content that cuts through clutter and crushes the competition*
- Being needed, not needy: How to create truly valuable content.
  - Integrating content marketing with PR: How combined content creation efforts provide your brands with unmatched marketing potential.
  - Creative to clickbait: How do you draw the line?
  - Authenticity: Does it still appeal to consumers in the post-truth era?
- Moderator:**  
**Rezwana Manjur, editor, Marketing Magazine**
- Panellists:**
- ❖ **Ross Gan, director, public affairs, Temasek**
  - ❖ **Daniel Yong, director, global media, Marina Bay Sands**
  - ❖ **Tanny Chia, creative director, brand studio, Mediacorp**

- 4.50pm**      **Closing remarks**  
**Rezwana Manjur, editor, Marketing Magazine**

- 5.00pm**      **End of day 1**

**FRIDAY, 20 APRIL 2018**

**8.00am Registration**

**9.00am Welcome and opening remarks**  
**Rezwana Manjur**, editor, *Marketing* magazine

**9.10am From slack to slick: Breaking through the content production bottlenecks**

- Is time really the problem?
- Run it like a newsroom: Adopt journalistic principles and raise your strategy from basic to brilliant.
- Eliminate content review and approval bottlenecks.

**Imran Johri**, marketing director, *Asia Pacific, Spring Professional*

**Content café**

**Content café** is a half-day in-conference workshop. Hosted by content marketing pioneers and experts, this is an interactive segment where you will be able to discuss and exchange ideas with industry peers on how to boost your content strategies.

**9.45am Facilitators:**  
**Ken Jalleh Jr**, chief creative strategist, *SPH Content Lab*  
**Serene Goh**, chief content strategist (english), *SPH Content Lab*  
**Jonathan Ng**, chief multimedia strategist, *SPH Content Lab*

**10.45am Morning networking break**

**Content optimisation and promotion**

**11.05am The evolution of storytelling**

- A media company's journey from creating TV shows to short-form digital content.
- How has traditional storytelling evolved to fit into today's new multimedia environment?
- What learnings can other brands take on board when creating their own video content?

**Rushit Jhaveri**, vice-president, advertising sales and digital partnerships, *A+E Networks*  
**Hazel Yap**, vice-president, marketing & communications, *A+E Networks*

**11.40am Marketers: It's time to rethink your agency relationships and spending**

- The evolution of the client-agency ecosystem.
- Balancing needs and cost. How to work together to achieve higher ROI and benefits beyond cost savings?
- Synergistic outcomes? Targeted attempts to drive superior agency performance.

**Charmaine Tan**, procurement category manager (content), *FrieslandCampina AMEA*

12.15pm **Networking lunch**

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1.15pm **Power networking**

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*Panel discussion:* **Content amplification: The tools and strategies you need to ensure success**

- How to design an effective converged media strategy that drives conversions.
- Marketing to the adblock generation: Strategies for the modern marketers.
- What are the biggest missed opportunities in content promotion?
- How to use attribution models to prioritise ad spend and optimise your campaigns.

1.25pm

**Moderator:**

**Vivienne Tay**, senior journalist, *Marketing magazine*

**Panellists:**

- ❖ **Seb Lepez**, director, integrated marketing and communications, Asia Pacific, *Johnson & Johnson*
  - ❖ **Jean Thomas**, marketing director, *RedMart*
  - ❖ **Rahul Mudgal**, regional career business marketing leader, *Mercer*
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2.00pm

*Case study:* **Banking on content: Permata Bank's content telling story**

- Bank with a purpose: Changing the community mindset with content innovation.
- What to look out for when selecting your content distributor partners.
- Define the KPIs and measure performance across paid, owned and earned media.

**Amir Widjaya**, senior vice-president and head of marketing communication, *Permata Bank*

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2.35pm

**The power of storytelling in the age of video**

- How hub (regular) and hygiene (short-lived) videos can keep your audience hooked – every week, everyday.
- The rise of ephemeral: Is it worth investing in content that disappears in moments or within 24 hours?
- Case studies: Hub and hygiene videos execution.

**Mike Pritchett**, founder and chief executive officer, *Shootsta*  
**Antoine Bouchacourt**, vice-president, Asia, *Shootsta*

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3.10pm **Afternoon networking break**

Content measurement

- 3.30pm**
- Demonstrating content marketing ROI: Metrics that matter**
- What counts as content marketing ROI?
  - Begin with the end in mind: Measure what matters.
  - The qualitative ROI of content: Where the quantitative perspective falls short.

**Rahul Mudgal**, regional career business marketing leader, *Mercer*

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- 4.05pm**
- The psychology of marketing: Influence, persuade and convert**
- Integrating behaviourism into your content marketing strategy.
  - Identifying what emotional chords to strike.
  - Power words that convert: The use of hypnotic language in content writing.

**Hedvig Lyche**, founder and managing director, *Core*

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- 4.40pm**
- Closing remarks**
- Rezwana Manjur**, editor, *Marketing magazine*
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- 4.50pm**    **End of conference**