

# Winning the Content Game

28 May, 2019 - 360 Lounge, Oxley Tower, 138 Robinson Road

Admission is complimentary and by invitation only.

AGENDA	
3:00pm	Registration & networking over coffee/tea
3:30pm	Welcome address by <i>Marketing</i> magazine
3:40pm	<p><b>Panel discussion: Structuring content for dynamic storytelling</b></p> <p><i>We put some brave marketing practitioners in the hot seat to share their stories and insights on tying content into brand identity and remaining true to the power of storytelling while navigating the pragmatic aspects of marketing with content at scale.</i></p> <ul style="list-style-type: none"> <li>• The state of storytelling - do brands stand a chance?</li> <li>• Optimizing content with multiple platforms in the mix</li> <li>• Content creation considerations: the challenges and thrill of creating engaging content</li> <li>• Embracing the aftermath: measurement and ROI</li> </ul> <p><b>Panellists:</b>  <b>Manisha Seewal</b>, Chief Marketing Officer, <i>Carro</i>  <b>Kartik Khare</b>, Senior Global Brand Director, <i>Unilever</i>  <b>Anindya Dasgupta</b>, Global Chief Marketing &amp; Sales Officer, <i>Fonterra</i></p> <p><b>Moderator:</b>  <b>Rezwana Manjur</b>, Regional Editor, <i>Marketing magazine</i></p>
4:10pm	<p><b>Presentation: Scaling creation of authentic content</b></p> <p><i>With his unique perspective at the intersection of on-demand visual content and leading media management for more than 250 enterprise marketing teams globally, Grant Munro will take you through a compilation of best practices regarding scaling the visual side of your marketing strategy effectively and authentically. From understanding your audience to managing the need for content variety, as well as the latest trends in content creation, this session is sure to inform and inspire!</i></p> <ul style="list-style-type: none"> <li>• Content consumption behaviour and trends</li> <li>• Creating authentic and visually compelling content that aligns with consumer expectations</li> <li>• Thriving amidst the explosion of mobile and video</li> <li>• Navigating the digital duopoly: Facebook and Google</li> <li>• Mastering individuality at scale</li> <li>• Visual identity and Rapid Ideation - the new rules for modern content creation</li> </ul> <p><b>Speaker:</b>  <b>Grant Munro</b>, Senior Vice President, <i>Shutterstock Custom</i></p>
4:50pm	<p><b>Fireside Chat: The future of content - embracing the dynamic consumer</b></p> <p><i>In this intimate, interview-style session, the challenges of standing out in an increasingly saturated and content-heavy ecosystem, and the roadmap for future success are put front and centre and explored in depth by one of Singapore's leading marketing strategists.</i></p> <ul style="list-style-type: none"> <li>• A world where consumers <i>do</i> converse with brands, <i>do</i> create content, and <i>do</i> engage - a broken promise, or a rosy picture of the future?</li> <li>• Content as the space where a consumer's imagination meets reality - what does it mean for both brands and its consumers?</li> <li>• Empowering your audience - content as a consumer voice</li> </ul> <p><b>Speaker:</b>  <b>Richa Goswami</b>, Global Head of Content, Creative Excellence and Digital Platforms, <i>Johnson &amp; Johnson</i></p> <p><b>Moderator:</b>  <b>Rezwana Manjur</b>, Regional Editor, <i>Marketing magazine</i></p>
5:25pm	Closing Remarks
5:30pm	Networking & Drinks
7:00pm	Event Concludes