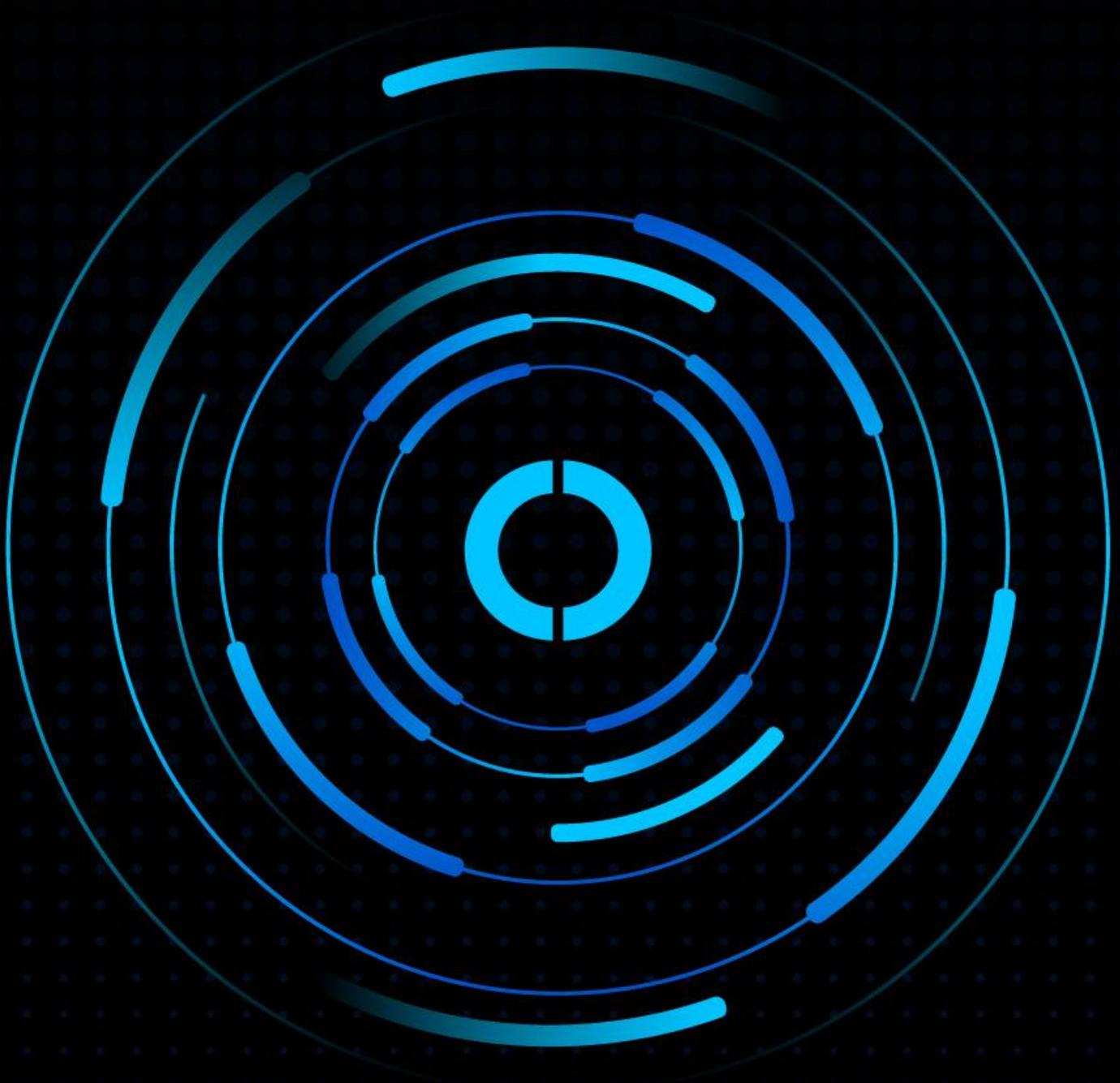


MARKETING BREAKFAST BRIEFING

BRAND SAFETY: MARKETING IN A POST-TRUTH ERA

29 August 2017
InterContinental Singapore



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Agenda		
9.00am	Networking with buffet breakfast	
9.45am	Guests seated	
9.55am	Welcome address by <i>Marketing Magazine</i>	Rezwana Manjur <i>Editor</i> <i>Marketing Magazine</i>
10.00am	<p><i>Fireside Chat: The future of brand safety - taking control amidst a chaotic media landscape</i></p> <p>In this intimate, interview-style session, the challenges of navigating a marketing landscape increasingly fraught with fake news, questionable content, risky real time bidding and opaque viewability reporting are put front and centre by one of Singapore's leading marketing strategists.</p> <ul style="list-style-type: none"> • In the wake of YouTube's 'Adpocalypse', what steps can marketers take to ensure their media partners are delivering their messages alongside content that is trustworthy and brand safe? • Has 'programmatic advertising' become a dirty term? How can brands reconcile the pros and cons of an ever growing reliance on martech? • What does the post-truth era mean for brand identity? What are the keys to staying authentic and genuine? <p>Fireside host: Karishma Vaswani, <i>Asia Business Correspondent</i>, BBC News</p>	Mayank Dutt <i>Chief Marketing Officer</i> Citibank
10.40am	<p><i>Panel: Rise of the machines - mitigating risk without compromising effectiveness</i></p> <p><u>Who's seeing my ads?</u></p> <ul style="list-style-type: none"> • Winning the battle to be viewed by humans • What's really going on in the fight against ad fraud and viewability? <p><u>Unlocking the ad blocker mindset</u></p> <ul style="list-style-type: none"> • Who makes up the ad-blocking audience, why do they choose to block ads in the first place, and what can brands do about it? • What opportunities are presented by the ad blocking phenomena? <p><u>The question of accountability</u></p> <ul style="list-style-type: none"> • Who is ultimately responsible for brand safety in the media ecosystem? • What kinds of partners can marketers rely on to protect against brand safety breaches? <p>Moderated by Rezwana Manjur, <i>editor of Marketing magazine</i></p>	<p>Andrew Agbay <i>Media Lead APAC</i> Microsoft</p> <p>Joe Nguyen <i>Senior Vice President APAC</i> comScore</p> <p>Todd Martin <i>Director, Digital & Media Marketing, APAC & Japan</i> HP</p> <p>John Williams <i>Vice President Advertising</i> BBC Worldwide</p>
11.20am	Networking with light refreshments	
12.00pm	End of event	

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