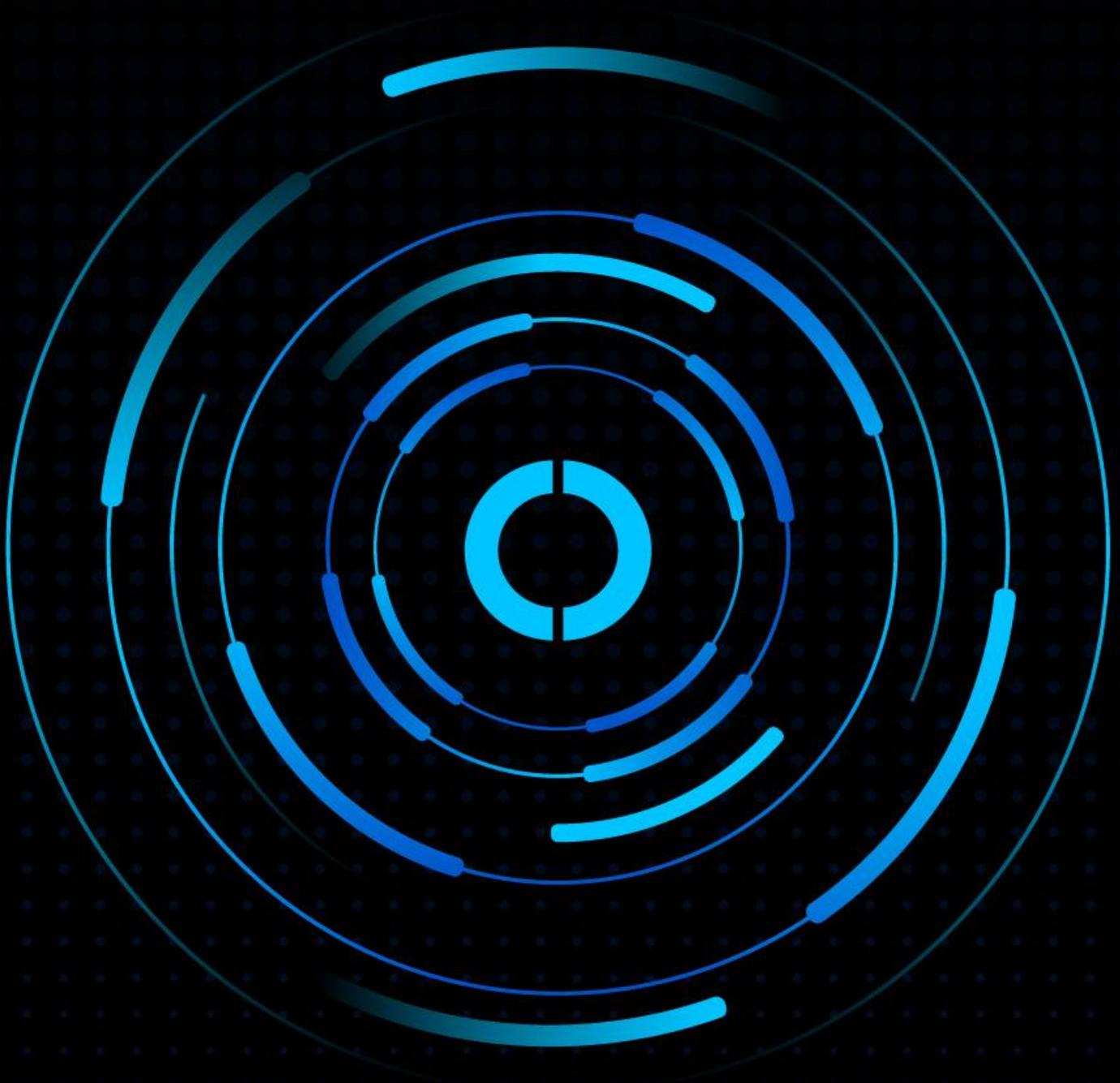


MARKETING BREAKFAST BRIEFING

BRAND SAFETY: MARKETING IN A POST-TRUTH ERA

29 August 2017
InterContinental Singapore



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Agenda

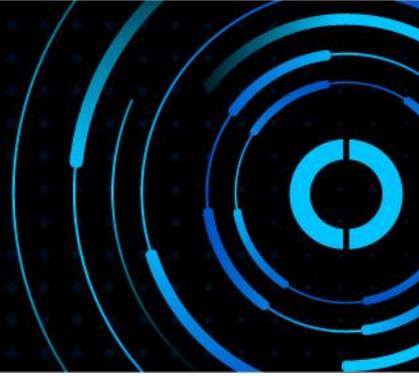
9.00am	Networking with buffet breakfast	
9.45am	Guests seated	
9.55am	Welcome address by <i>Marketing Magazine</i>	Rezwana Manjur <i>Editor</i> <i>Marketing Magazine</i>
10.00am	<p><i>Fireside Chat: The future of brand safety - taking control amidst a chaotic media landscape</i></p> <p>In this intimate, 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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Speakers

  <p>Mayank Dutt <i>Chief Marketing Officer</i> Citibank Singapore</p>	  <p>Karishma Vaswani <i>Asia Business Correspondent</i> BBC News</p>	  <p>Andrew Agbay <i>Media Lead APAC</i> Microsoft</p>
<p>As Chief Marketing Officer of Citibank Singapore, Mayank leads a team of marketing, insights and digital acquisition specialists whose mission is to drive strategies on product and segment marketing communications bank wide - across credit cards (including loans), retail and wealth banking, secured finance and support services.</p> <p>Mayank also looks after brand strategy and positioning for Citi in Singapore, and driving it in conjunction with regional and global initiatives.</p>	<p>Karishma Vaswani was most recently the Indonesia editor for the BBC World Service in Jakarta and before that, the BBC's Indonesia correspondent from 2009 to 2014, covering stories including the 2009 Jakarta bombings and the five-year anniversary of the Aceh tsunami.</p> <p>Before working in Jakarta, Karishma was the first presenter of India Business Report, BBC World News' business programme dedicated to examining the issues of trade, business and economics in India.</p>	<p>Andrew currently leads media planning & strategy in Asia for Microsoft, looking after both consumer & commercial global campaigns. In his role, he serves as the media expert delivering the best plans in key APAC markets. Canada and LATAM markets were recently added to his market portfolio.</p> <p>Andrew's passion is digital marketing, particularly ABM, programmatic, search, & social media. Analytics and measurements play a critical role in everything he does.</p>
  <p>Joe Nguyen <i>Senior Vice President APAC</i> comScore</p>	  <p>Todd Martin <i>Director, Digital & Media Marketing, APJ</i> HP</p>	  <p>John Williams <i>Vice President Advertising</i> BBC Worldwide</p>
<p>With more than 20 years in the online analytics and media industries in the Asia Pacific region, Joe has experience in panel-based audience measurement as well as advanced data analytics on the user and vendor sides. He actively contributes to key digital, media and technology conferences and publications across the region.</p> <p>Joe holds a BSE degree in Mechanical Engineering from Princeton University. He was born in Vietnam and emigrated to the United States after spending a year in a Malaysian refugee camp.</p>	<p>Todd's work in social and digital extends over the past 20+ across the US, UK, Japan, China and APAC. He's worked on both the agency and client side, and specialises in strategic development and management of digital/mobile/social business.</p> <p>In particular, he has a passion for the psychology of engagement - the User or Customer eXperience as a starting point for creating strategies, social eco-systems, digital products and marketing.</p>	<p>John Williams is part of the leadership team for BBC Advertising. Based in Singapore, he oversees its strategic and commercial activities across the portfolio, including television, online, mobile and video products across World News, BBC.com, Mobile, World Service digital and BBC Worldwide Channels.</p> <p>He relocated to Singapore from New York in September 2014, where he was previously VP of international advertising for BBC Worldwide North America. He was appointed to his current position in August 2014, and reports to Alistair McEwan, SVP of advertising sales, Asia.</p>

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