

MARKETING INSIGHTS

Discover the Secret to Adopting Data-Driven Marketing in China

A free informational seminar

Wednesday, 13 June 2018, Park Royal Pickering Singapore, 08.30am-12.30pm

Admission is by invitation only

AGENDA

08:30am	Registration
08:55am	Welcome address by <i>Marketing</i> magazine Rezwana Manjur , regional editor, <i>Marketing</i> magazine
09:00am	<u>Making the smart move for data-driven marketing</u> Yan Lee , Chief Product Officer, <i>iClick Interactive</i>
09:25am	<u>Opportunities & priorities for marketing community in Singapore 2018</u> Radhecka Roy , Global lead – Strategic Curation, <i>Ipsos</i>
9:50am	<u>Accelerate the Future - Perform better with Big Data</u> David Rich , SVP, Partnerships, M&A, Mastercard Advisor, <i>Mastercard</i>
10:15am	Networking break
10:45am	<u>Discover how Baidu is leading the way in China's Big Data Revolution</u> Leone Lau , Associate Sales Director, <i>China Search Asia</i>
11:10am	<u>The Unstoppable Rise of Chinese Travellers to Singapore</u> Cindy Dai , Digital Marketing Manager, <i>Ctrip</i>
11:30am	<u>How retailers can thrive in the digital age today</u> Michelle Teo , Regional Marketing Manager – APAC, Digital and Community Marketing, <i>Johnson & Johnson, Haircare (OGX Beauty)</i>
12:00pm	Closing address by <i>Marketing</i> magazine Rezwana Manjur , regional editor, <i>Marketing</i> magazine
12:05pm	Networking
12:30pm	Programme ends