

Agenda

8:30am: Registration

9:00am: Opening Address

Leslie Fong, Senior Executive Vice President, Marketing Division, SPH

9:15am: Addressing the challenges of effective communications and engagement with today's consumers

Christopher Neo, Managing Director, L'Oréal Singapore Pte Ltd

The rules of the communications game have changed significantly for marketers, rendering yesterday's familiar terrain a virtual labyrinth to navigate today. Changing consumer habits, the explosion of technology, fragmentation of media platforms etc all raise questions regarding effective engagement. Where are our consumers and how do we reach them? Are we even cognizant of the shifting landscape and its associated challenges? Do we have strategies to navigate this brave new world and continue to excel in the next decade? How do media owners and agencies figure in the equation? This presentation seeks to raise relevant issues, ask the important questions and inspire some ideas on the subject of effective communication.

10:00am: The Shape of Creativity

Chris Chiu, ECD, Leo Burnett Singapore

Gone are the days when one mentioned the word 'creativity' and immediately people think of simply print and television. A simple walk-through of what cutting edge creativity looks like today and more importantly, how it takes shape.

10:45am: Break

11:00am: How To Get Your Story In The News

Alan John, Deputy Editor, The Straits Times, SPH

What do editors look for in the news, and how are stories selected for use in The Straits Times? How can a newsmaker get the attention of the editors? Why do some press releases go down a black hole, and why do others get good play? Alan will try to answer these and other questions as he explains the news choices editors make each day. And night.

11:45am: Panel Discussion

12:15pm: Lunch

1:45pm: The Digital Edge: Using New Media in a Smarter Way

Felix Soh, Digital Media Editor, English & Malay Newspaper Division, SPH

How advertisers use Digital media alongside traditional media? How they can take advantage of the digital medium and use it as a competitive differentiator. Is the effectiveness of social media platforms such as Facebook, Twitter, etc. over-rated?

2:30pm: Defining Success in a Connected World
Bharad Ramesh, Deputy Leader, Mindshare Singapore

The purpose of advertising is to 'Sell'. The challenge, as was famously put, is to figure out which 'half' actually sold. In a small & highly developed market like Singapore, the opportunity cost of a bad advertising strategy can be high.

Marketers & their partners are very adept at putting together traditional media measures that define campaign output like GRPs, reach & frequency. However, linking it to real sales & optimizing the campaign is not universally done.

As a highly wired and prosperous Asian nation, Singapore stands at the intersection of old & new media consumption. Before we know it, the NGBN will be upon us, and with it, a whole new way of consuming media & interacting with others.

Will we still advertise & measure our campaign success in the same way if consumers could 'click away' from our print ads or TV commercials?

3:15pm: Break 2

3:30pm: Marketing Your Brand Through Media Integration
Geoff Tan, Senior Vice President, Head, Strategic Marketing, SPH

Gone are the days when advertising allocations are simplistically slotted either above or below the line. The lines have been blurred. Marketers frequently strive to maximize consumer engagement. Communicators endeavour to appeal to their target segments via multiple touch-point strategies. Media professionals profess 360 or equivalent approaches to drive ROI. No matter which phase of the Marketing Funnel you are passionate about wanting to fulfill, cross-media propositions can play a definitive role in reinforcing message delivery and instigating call-to-action.

4:15pm: Panel Discussion

5pm: End of seminar

Profile of Speakers

Christopher Neo, Managing Director, L'Oréal Singapore Pte Ltd

Christopher Neo has been with the L'Oréal Group for 14 years. He started his career in the Singapore Consumer Products Division (L'Oréal Paris, Maybelline and Garnier) in 1995, where he had sales and marketing assignments before being appointed Marketing Director in 2000. In 2002, Christopher assumed the role of General Manager of the Consumer Products Division in Hong Kong. After 6 years, he became the General Manager of the Consumer Products Division in L'Oréal Malaysia before returning to Singapore as the Managing Director.

Chris Chiu, Executive Creative Director, Leo Burnett Singapore

From his beginnings as a copywriter at JWT in 1992, over the years Chris has had stints with DYR, Batey Ads, Impiric and of course, Leo Burnett where over the last 9 years, he's been Executive Creative Director of the Jakarta, Bangkok and now, Singapore offices. A member of the Leo Burnett Global Creative Board, Chris has had work published in Archive, Graphis, Contagious, Advertising Age and Shots among others and has had work recognized by juries from D&AD, Cannes, One Show and Clio's. He has also been on multiple award juries and most notably in 2008, was a member of the Cannes Direct Lions Jury as well as Chairman of the Singapore Creative Circle Awards.

Alan John, Deputy Editor, The Straits Times, SPH

Alan John oversees the night operations of The Straits Times, as well as the newspaper's Money and Enterprise desks. He has been a journalist since 1976, first in Kuala Lumpur and at The Straits Times since 1980. He has held various positions at the newspaper, writing, copyediting, editing and supervising teams of journalists at various sections including the News Desk, Political Desk and The Sunday Times. He also did a stint revamping Streets, a free newspaper published briefly by SPH.

Felix Soh, Digital Media Editor, EMND, SPH

Felix is in charge of four websites: Razor TV, a news webcast station, Straits Times Online, the AsiaOne portal, Asia's leading news gateway and Stomp, the social networking and citizen journalism website. He is also Consulting Editor of My Paper, a bilingual tabloid daily targeted at young executives. Among the previous appointments he held were Deputy Editor of The Straits Times, News Editor and Foreign Editor. He is Regional Director, Asia Pacific, of the US-based Society of New Design, the international news design organisation. Felix is the author of a book on the security history of Singapore, titled Phoenix: The Story of the Home Team. He has also been Associate Professor at the Wee Kim Wee School of Communication and Information, Nanyang Technological University for more than 8 years.

Bharad Ramesh, Deputy Leader, Mindshare Singapore

Bharad Ramesh brings more than a dozen years of varied industry and market experiences across telecom consulting and the media agency business in India, US, China, and now Singapore. As Deputy Leader, Mindshare Singapore, Bharad manages some regional clients, and is responsible for driving agency innovation and media trading locally.

Prior to this, he was national tactical planning director for Mindshare China, managing TV investments for some of China's largest advertisers. Bharad is a winner of the WPP Atticus award for thought-leadership in 2005. He was also listed as 'Rising Stars under 35' in Marketing

magazine Singapore. Bharad calls Singapore home, and is currently on a quest to discover it on his trusty old motorbike.

Geoff Tan, Senior Vice President, Head, Strategic Marketing, Marketing Division, SPH
After graduating from the University of New South Wales in the early 80s, Geoff worked in three international advertising agencies before settling into a career with the Singapore Press Holdings group. In his 23 years at SPH, Geoff's contribution involved pioneering the launch of The New Paper, spearheading the Advertising & Promotions arm of the Marketing Division, and maximizing ad revenues for 17 newspaper titles across the Banking/Finance, Property, Retail, Fashion/Beauty, FMCG and I.T. industry categories. Geoff received a high commendation from the Pacific Area Newspaper Publishers' Association [PANPA] at the Marketer of the Year Awards 2006, for championing creative & out-of-the-box advertising options in newspapers. Currently, as Senior Vice President & and the Head of Strategic Marketing, his responsibilities include the birthing of innovative sales initiatives, and evangelising SPH's customer-oriented solutions-led cross-media thrust into the marketplace.