

Appendix 2 – Youth Marketing Summit Asia 2010 Programme

Time	Agenda (25 May 2010)
08:00	Conference Registration
08:30	Let's get down! Chairman Opening Remarks
08.35	<p>Keynote Presentation: LISTEN TO THE LITTLE VOICE: DRIVING MARKET EXCELLENCE IN THE YOUNG CUSTOMER PARTICIPATION ERA - WHICH ARE KEY COMPONENTS?</p> <p>Felix Soh <i>Digital Media Editor, English & Malay Newspaper Division</i> SINGAPORE PRESS HOLDINGS</p>
	Let's scrutinize Social Media
09:00	<p>FACING IT HEAD ON!: CREATING EMOTION CONNECTIONS WITH THE "ALWAYS ON" GENERATION</p> <p>Paul Borrud <i>Regional Vice President</i> FACEBOOK</p>
09:30	<p>STANDING OUT AMONGST ALL THE OTHER ANIMALS: WHY WILDLIFE RESERVES SINGAPORE IS THE KING OF THE JUNGLE?</p> <p>Isabel Cheng <i>Director - Sales Marketing & Communications</i> WILDLIFE RESERVES SINGAPORE</p>
10:00	<p>Stand up Speak up</p> <p>Come on! Satisfied with the presentation? Got a bone to pick? Wanna give a standing ovation? This is the traditional Q&A with a twist!</p> <p>Moderator: Benjamin Koe <i>Co-Founder</i> JAMIQ</p> <p>Facilitator: "My Young Padawan"</p>

	<p>Hot Seats: Paul Borrud <i>Regional Vice President</i> FACEBOOK</p> <p>Isabel Cheng <i>Director - Sales Marketing & Communications</i> WILDLIFE RESERVES SINGAPORE</p>
10:30	<p>Feeding Time..... Eat up & say cheeeese! “And the shutters go mad”</p> <p>Let’s understand Market Research</p>
11:00	<p>THEY DON’T UNDERSTAND YOU EITHER: WHY YOUTH MARKETING ALIENATES MORE THAN ATTRACTS?</p> <p>Rob Campbell <i>Creative Strategist</i> SUNSHINE</p>
11:30	<p>SAME-SAME BUT DIFFERENT: THE FUNDAMENTALS OF THE YOUTH TODAY – WHAT NEVER CHANGES, WHAT HAS CHANGED AND WHO IS GETTING IT RIGHT</p> <p>Ian Stewart <i>Regional Director - Youth (Asia-Pacific, Middle East and Africa)</i> TNS</p>
12.00	<p>LAYING OUT THE CARDS: ADDRESSING THE PROBLEM OF GAMBLING THROUGH THE NEW MEDIA FRONTIER</p> <p>Sharon Koh <i>Senior Account Director</i> BATES 141</p>
12:30	<p>de•bate / dl ’ belt / - noun 1. The thing you catch the fish with</p> <p>Moderator: (tbc)</p> <p>Facilitator: “The Apprentice”</p> <p>Hot Seats: MASTERCARD</p> <p>Rob Campbell <i>Creative Strategist</i> SUNSHINE</p>

	<p>Ian Stewart <i>Regional Director - Youth (Asia-Pacific, Middle East and Africa)</i></p> <p>TNS</p>
13:00	<p>“We must eat to live and live to eat” Henry Fielding (1707–1754) The Miser. Act iii. Sc. 3.</p> <p>Let’s make an imprint on Branding</p>
14:15	<p>CHILDHOOD SWEETHEARTS: BUILDING LASTING RELATIONSHIPS WITH THE YOUNG CONSUMERS</p> <p>Jonathan Cummings <i>Managing Director</i> START ASIA</p>
14:45	<p>WHAT ASIA’S YOUNG REALLY WANT: BUILDING ICONIC BRANDS FOR ASIA’S YOUTH</p> <p>Aseem Puri <i>Regional Marketing Manager, Fabric Cleaning Innovation</i> UNILEVER</p>
15:15	<p>Speakers Corner – Be empowered!</p> <p>Moderator: Geoff Tan <i>Senior Vice President & Head Strategic Marketing Marketing Division</i> SINGAPORE PRESS HOLDINGS</p> <p>Facilitator: “The Novo Novice”</p> <p>Hot Seats: Jonathan Cummings <i>Managing Director</i> START ASIA</p> <p>Aseem Puri <i>Regional Marketing Manager, Fabric Cleaning Innovation</i> UNILEVER</p>
15:45	<p>Glug Glug Glug... Water Drill Let’s go Techno</p>
16:15	<p>MY SIMPLE TECH LIFE: THE BIG PARADIGM SHIFT FROM TRADITIONAL TO DIGITAL, UNDERSTANDING THE YOUTH</p>

	<p>PERSPECTIVE ON THE "REAL" WORLD</p> <p>Gavin Gibson <i>Head of Ignition Factory</i> OMD</p>
16:45	<p>THE ONLINE YOUTH: THE ROLE OF SEARCH MARKETING ON CONNECTING WITH THE MODERN YOUTH</p> <p>Stanley Tay <i>Managing Director</i> PURPLECLICK MEDIA</p>
17:15	<p>The Inquiry</p> <p>Moderator: (TBC)</p> <p>Facilitator: "Tyro"</p> <p>Hot Seats: Gavin Gibson <i>Head of Ignition Factory</i> OMD</p> <p>Stanley Tay <i>Managing Director</i> PURPLECLICK MEDIA</p>
	<p>Let's Rock & Roll</p> <p>NETWORKING COCKTAIL</p>
17:45	<p>Do you feel a draft? It's the Networking Draught Event.</p> <p>"You've done well!" Complete this hugely eventful day with a well earned break, on us! Roll straight in! Relax and unwind with new friends, as well as reaffirm and catch up with old ones. You deserve to have a piece of the action! Here's a toast to lasting comradeship and new alliances!</p> <p>Hosted by: ASIAONE, RAZORTV and STOMP</p> <p>Sponsored by: ASIA PACIFIC BREWERIES SINGAPORE</p> <p>Official Networking Venue: ZOUK, WINE BAR</p>
19:30	<p>Closing time, so drink up!</p>

Time	Agenda – 26 May 2010
08:00	Conference Registration
08:30	Opening Address by Chairman
08.35	<p>Keynote Presentation: TODAY'S TALENTS, TOMORROW'S CHAMPIONS: WHAT ARE THE CATALYSTS IN ENGAGING OUR YOUTH AND OPTIMISING THEIR HEART AND PASSION IN THE SPORTING ARENA.</p> <p>Patwant Singh <i>Senior Reporter</i> CHANNEL NEWSASIA</p>
	Let's dig Digital
09:00	<p>REBRANDING TRADITION: INNOVATION IN SEGMENTS TO RECAPTURE THE IMAGINATION OF YOUTH</p> <p>Gregory Ho <i>General Manager</i> ANIMAX</p>
09:30	<p>THE DIGITALLY CONNECTED YOUTH: PLANNING A MEDIA CAMPAIGN FOR A YOUTH AUDIENCE</p> <p>Matt Sutton <i>Managing Director</i> AKTIV DIGITAL</p>
10:00	<p>MAKING SENSE OF THE WORLD YOUTHS LIVE IN: CONNECTING WITH THEM IN A HIGHLY ENGAGING AND COST EFFECTIVE MANNER.</p> <p>Mark Inkster <i>Managing Director</i> MICROSOFT ONLINE SERVICES GROUP SEA/MICROSOFT ADVERTISING</p>
10:30	<p>Dulce est Desipere in Loco It is delightful to play the fool occasionally; it is nice to throw aside one's dignity and relax at the proper time. (Horace: 4 Odes, xii. 28.)</p>
11:00	JustAskQuestions.com

	<p>Moderator: Felix Soh <i>Digital Media Editor, English & Malay Newspaper</i> SINGAPORE PRESS HOLDINGS</p> <p>Facilitator: “The Neophyte”</p> <p>Hot Seats: Gregory Ho <i>General Manager</i> ANIMAX</p> <p>Matt Sutton <i>Managing Director</i> AKTIV DIGITAL</p> <p>Mark Inkster <i>Managing Director</i> MICROSOFT ONLINE SERVICES GROUP SEA/MICROSOFT ADVERTISING</p> <p>Shenzi Chua <i>Director and Founder</i> NEW URBAN MALE</p>
	<p>Let’s breathe Live</p>
<p>11:30</p>	<p>CAUTION – YOUTH CONTENT ONLY : HOW NOT TO MARKET TO THE YOUTH</p> <p>David Fuhrmann-Lim <i>Senior Editor</i> SINGAPORE FHM</p>
<p>12.00</p>	<p>BEING TRUE: EMPOWERING AUTHENTICITY IN BRANDS THAT CONTINUE TO EVOKE AND INSPIRE THE YOUNG</p> <p>Ed Tam <i>Head of Invention</i> MINDSHARE</p>
<p>12:30</p>	<p>“Shall I ASK the brave soldier who fights by my side in the cause of mankind, if our creeds agree?” Thomas Moore (1779–1852)</p> <p>Moderator: Christopher Soh <i>Centre Director 10Q Creative Hub</i> MEDIA ALIANCE</p>

	<p>Facilitator: “The Rookie”</p> <p>Hot Seats: Ed Tam <i>Director of Invention</i> MINDSHARE</p> <p>David Fuhrmann-Lim <i>Senior Editor</i> SINGAPORE FHM</p>
13:00	<p>Carbo Loading Eat up, it’s gonna be a long run!</p> <p>Let’s back up Sponsorship</p>
14:15	<p>HOT & PASSIONATE: HOW TO LEVERAGE ON SPORTS MARKETING AS A VIABLE MARKETING PLATFORM TO ENGAGE THE YOUTH</p> <p>Kelven Tan <i>Chief of Sports Marketing Group</i> SINGAPORE SPORTS COUNCIL</p>
14:45	<p>I CAN GET NO SATISFACTION: DEVELOPING YOUTH BRANDED CONTENT WHILST KEEPING THE BRANDED YOUTH CONTENT</p> <p>Ben Heyhoe Flint <i>Head of Asia Pacific</i> FUSE, AN OMNICOM MEDIA GROUP COMPANY</p>
15:15	<p>“Speak now OR forever hold your peace.”</p> <p>Moderator: (tbc)</p> <p>Facilitator: “The A-Star Pupil”</p> <p>Hot Seats: Kelven Tan <i>Chief of Sports Marketing Group</i> SINGAPORE SPORTS COUNCIL</p> <p>Ben Heyhoe Flint <i>Head of Asia Pacific</i> FUSE, AN OMNICOM MEDIA GROUP COMPANY</p>
15:45	<p>Let’s go BASH an Xbox (Game) Break ...</p>

	Let's amalgamate to Integrate
16:15	<p>TO CALL MY OWN: CREATING OPPORTUNITIES FOR THE YOUTH TO FEEL A SENSE OF OWNERSHIP TOWARDS THE BRAND THROUGH CO-CREATION.</p> <p>Alexandre Olmedo <i>CEO Asia Pacific</i> EYEKA ASIA PACIFIC</p>
16:45	<p>LIVE YOUR MOMENT: WHAT MICROSOFT DID TO EVOLVE THE XBOX 360 INTO AN ENTERTAINMENT PLATFORM</p> <p>Alan Chou <i>Group Marketing Manager, SEA Entertainment & Devices Division</i> MICROSOFT OPERATIONS</p>
17:15	<p>Cheat Code "whosyourdaddy"</p> <p>Moderator: (tbc)</p> <p>Facilitator: "The Future Recruit"</p> <p>Hot Seats: Alan Chou <i>Group Marketing Manager, SEA Entertainment & Devices Division</i> MICROSOFT OPERATIONS</p> <p>Alexandre Olmedo <i>CEO Asia Pacific</i> EYEKA ASIA PACIFIC</p>
17:45	Let's bounce! End of Conference Day Two