



The theme for the coming Malaysian Media Conference (MMC) 2012 is Digital Disclosures. As most are aware, the question is now not whether marketers should embrace digital (web, online, mobile, etc.) but the issue of Digital Decision making or indecision as it were. Marketers now have so many channels to choose from and it's a landmine of sorts for fear of not choosing a channel their competitors may choose to dominate in. Dissect the digital dilemmas facing the industry and engage in digital dialogues with industry experts first-hand. MMC will attempt to unravel the issues in terms of understanding the new connected user, optimisation of current working processes (role of technology), managing client expectations and Big Data through these exciting times ahead. The Malaysian Media Conference will frame this scenario and the way forward for all thinking media practitioners...

casting:

- dr kf lai** ceo, Co-Founder
COO, media prima television network
- ahmad izham omar** Country Ambassador & Sales Director
Yahoo! Malaysia
- pamela yap** digital advisor, dentsu inc, indonesia
- Jon-Tjin Kee** regional president, asia world markets, lpg media brands
- miguel bernas** director of digital marketing, singtel
- prashant kumar** ceo, better
- rené e menezes** co-founder, nom nom media
- timothy tiah** managing director, carat media malaysia
- girish menon** CEO, groupm malaysia
- dean donaldson** global director, media innovation, mediamind
- andreas vogiatzakis** managing director, OMG Malaysia
- mat sutton** director, aktiv digital
- roy tan** managing director, research international malaysia
- James Yeang** Industry Head for Telecommunications, Technology, Media & Automotive, Google Malaysia
- joni leimala** head, groupm interaction malaysia
- aditya thakur** ceo, aktiv digital
- kudsia kahar** deputy md, tns research international malaysia
- rajesh kumar** vp, marketing, astro
- kenneth yu** CEO, spurpress.com
- khailee ng** Founder, says.com
- vp, corporate strategy & industry development, amp radio networks**

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 @ 7726 2588





zeitgeist

“Procter & Gamble (P&G) Global CEO has announced they would moderate their advertising budget, which increased 8% last year, by moving to a marketing mix that focuses on digital.”

“P&G’s ad spend budget growth had to stop somewhere and it’s true that the cost of a TV ad could produce a hundred online spots.”

“In this digital ‘always-on’ age, where consumers constantly engage with your brand through the web and social media, fixed-life campaigns have lost much of their influence. Brands can no longer control the message and the 30-second TV spot risks becoming irrelevant.”

“Harness the power of data, navigate the digital landscape, build engagement and relationships with customers and leverage the new opportunities presented by data driven digital marketing.”

“Media is now centre-stage on brand strategy involving both brand development and brand building. Digital is fast changing marketing thinking. Data has bombarded a lot of science in marketing which mean creative is on the sidelines. Meaningful data and daring creative is the way forward.”

“The fast pace of the digital age has changed planning from a strategic role to one of tactical, reactive campaign management. Real-time planning means brands and agencies need to be ready to manage a series of engagements, not just a single campaign. With new tools, the agency has an understanding of consumer interest that will help to shape its thinking early for subsequent executions in the campaign.”

“Today’s communications professionals have the ability to reach a global audience with a single Tweet. But so too your biggest rivals. It very much is a published or be damned world we live in. In the always-on world of social media communication core editorial skills help brands build successful engagement with their target audiences and community giving them information that is useful, informative and entertaining.”



P&G



starring



Ahmad Izham Omar

Chief Operating Officer
Media Prima Television
Networks

Before Izham was appointed COO of Media Prima Television Networks overseeing TV3, ntv7, 8TV and TV9, he created a powerful Malaysian TV brand for 8TV, breaking-even in 18 months and receiving global recognition for creative excellence.

He was also promoted to Chief Executive Officer of Primeworks Studios, Malaysia's leading content company, specializing in movies, television programs, animation and more.

From 2005 to 2010, Izham was Media Prima's Head Of Radio, where he launched Malaysia's top radio stations Hot FM, Fly FM and One FM, three household names in the radio industry.

In 2009 and 2010, he was also the CEO of Alt Media, leading the broadcasting industry's foray into new media AND launched a world-class video portal called tonton.

Well-known for his music ventures, Izham started his career with the legendary multiple award-winning Positive Tone record label in 1994. Izham has been awarded Most Promising Entrepreneur Award by Enterprise Asia and the Lifetime Achievement Award by VIMA (Voice of Independent Music Awards) for his contribution to music.



Aditya Thakur

VP, Marketing
ASTRO

With more than 15 years of experience across Telcos, Payphones, and Media companies Aditya has seen a fair share of industries which are now well and truly converged in more way than one. Before stepping into the role of VP, COO's office, he held the post of Director Programming from 2010 - 2011 across the Malay Segment in Astro. Aditya came to Malaysia in 2006, primarily for setting up and launching Astro Ceria. Post this he was Director Revenue Enhancement, responsible for Interactive & New Media on the Malay platform.

Prior to Malaysia, Aditya was Head of Marketing & Strategic Planning for Channel [V] in India from 2004 – 2006. He worked with Star India Ltd for over 6 years primarily managing marketing roles across a variety of brands including Star Movies, Star News, Star World, Star News, & Star Plus.

In his current role as VPP COO's office Aditya handles Content Business development, Content Strategy across New Media, Research and Analytics, and Strategy across the Malay Customer group at Astro.



Roy Tan

Managing Director,
Carat Media

Roy graduated from the University of Western Australia with a Bachelors degree in Commerce majoring in Accounting and Finance. His experience spanned across the information technology industry as well as interactive and full service local and international agencies and networks.

Roy held the position of the Chief Operating Officer in Sil Ad, managing brands such as Sony, Nissan, Lycos and adidas prior to Carat Malaysia. Rediscovering his passion for media, he rejoined the Carat office in 2003.

Before his promotion, Roy was the Managing Director for Carat Interactive. He handled BMW, Malayan Banking, Southern Lion, Philips, and Lam Soon.



Matt Sutton

CEO
Aktiv Digital

Matt was promoted from Head of Account Management to Managing Director from 2008 – 2010. He is responsible for all aspects of the business driving bottom line net contribution whilst guiding an aggressive and strategic expansion across the APAC market. He is a dynamic, motivated leader and strong team player; consistent over-achiever with over 10 years of proven experience in driving Aktiv Digital's business in Asia.

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Prashant Kumar

Regional President,
Asia World Markets,
IPG Media Brands

Prashant Kumar is currently the President of IPG Mediabrands Asia for World markets and CEO of Mediabrands Malaysia, which includes UM, Initiative, Interplay (content), Reprise (search) and Rally (social).

A one time dotcom entrepreneur, and a Google-certified professional, he is one of the pioneers of Social marketing & Search in Malaysia. UM was the Agency of the year at Malaysian Media Awards for both 2010 & 2011, sweeping four out of six metals given for digital. UM Malaysia is the only agency in Asia to get an A+ rating by RECMA for both 2009 and 2010.

Earlier he headed Communication Planning for UM Asia-Pacific, driving hybrid culture across the network.

Prashant is also probably the youngest to serve on Cannes Media Lions jury.

An alumnus of prestigious St. Stephen's College, Delhi, he recently completed his Advanced Management Program from Harvard Business School. He is a budding aviator and a father of two little sons.



Dr KF Lai

CEO, Co-Founder
Buzzcity

Dr KF Lai is co-founder and Chief Executive Officer of BuzzCity. Lai uses his entrepreneurial skills to spearhead BuzzCity's strategy, leading the company's engineering, product management and technology groups.

Since its launch in 1999, BuzzCity has grown to be a leading global mobile advertising network. Dr Lai is often invited to speak at global mobile and media events, providing insight on the evolving mobile ecosystem to affiliates, analysts and industry commentators.

Prior to founding BuzzCity, Dr Lai worked as an applied researcher in laboratories funded by the Singapore government, specializing in pattern recognition and text retrieval.

Dr Lai graduated with First Class Honours in Electrical Engineering from the National University of Singapore and obtained his Doctorate in Electrical Engineering from the University of Wisconsin-Madison.

Dr Lai holds a concurrent appointment as Adjunct Associate Professor in the School of Computer Science of the National University of Singapore.



Girish Menon

CEO at GroupM Malaysia &
Leader, Mindshare Malaysia

Girish started his career in JWT's Media department in Chennai, India after completing his MBA in Marketing in 1993 and BE (Electronics) in 1991.

With the entry of WPP's media companies into India, Girish took over as General Manager of Mindshare, South India, based in Bangalore from 2003-06. In this capacity, he initiated a number of Activation and Branded Content projects, thereby establishing Mindshare as an early mover in consumer engagement.

In Oct 2006, Girish moved to Mindshare Vietnam as Managing Partner of Mindshare Unilever account and two years later became country head of Mindshare and its holding company, GroupM Vietnam. Soon after, he launched GroupM's digital operations in Vietnam, achieving a market share of 35% of digital billings after one year.

In May 2010, Girish moved to Malaysia with the dual roles of Leader, Mindshare Malaysia and CEO, GroupM Malaysia. Since then, his focus has been on leveraging GroupM's 40% market share to improve media ROI for clients, as well as expanding the group's Digital, Activation and Branded Content infrastructure

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Kenneth Yu
Chief Executive Officer
SpurPress.com

Kenneth Yu is the CEO of SpurPress.com, one of the fastest growing online marketing and web design agencies in the region, servicing more than 352 clients from over a dozen countries. These heavyweights include iProperty, Groupon and iTrain. Kenneth is also one of the world's foremost experts in the realm of social media and web monetization, speaking at prestigious conferences like the BFM Breakaway, iProperty expo and Malaysiakini New Media School, as well as numerous ones internationally.

Kenneth has been featured on 8TV, Astro Awani, the Star and BFM Radio. His work has been highlighted in both local and international magazines like Malaysian Business, ETC, PopMatters, the Flavorpill Network and Lost at E Minor.

In his previous life, Kenneth was a top gun at Ogilvy and Mather, winning 12 prestigious advertising awards in a span of 3 years. His range of clients included MNCs like Heineken, Kimberly-Clarke, Mattel and Singer.



Jon-Tjin Kee
Country Ambassador &
Sales Director
Yahoo! Malaysia

Jon is the Country Ambassador & Sales Director of Yahoo! Malaysia. He has over 10 years of experience in the advertising industry both from the agency and from the client side.

Prior to Yahoo! Jon was a regional senior consultant in Southeast Asia for MediaMind, a technology company. In this role, he brought his passion for digital solutions and was MediaMind's evangelist and sales lead in Malaysia, Singapore, Thailand, Vietnam, Philippines and Indonesia.

Throughout his career, Jon has led a multifaceted career from being on the agency side at Rapp & DDBPR, client side at Volvo to being an entrepreneur working with Yellow Brick Road, formerly a reseller partner of Yahoo! in Malaysia.

Jon has a Bachelor of Communications with a major in Public Relations from Western Michigan University in the United States.



Miguel Bernas
Director of Digital Marketing
SingTel

Miguel has over 20 years of experience working in advertising and media managing teams across the Asia Pacific and managed some of the world's biggest brands. He is a specialist in youth marketing, digital media and digital entertainment having worked on Nokia N-gage, Yahoo!, MTV, Virgin Mobile, Coca-Cola and Levi's.

Miguel has managed marketing for digital brands Yahoo!, Nokia Nseries and Wego.com across multiple consumer touch-points, and for gaming social media features of MatchMove Games. His core strength is in developing digital media into sales channels, monitoring and optimizing digital media to increase cost efficiency and create revenue opportunities.

He has extensive experience managing youth brands in Asia Pacific, overseeing local activities and managing multiple teams from regional headquarters in Southeast Asia, India, Hong Kong, Taiwan, Australia and Japan.



Kudsia Kahar
VP, Corporate Strategy &
Industry Development,
AMP Radio Networks

Kudsia Kahar is a Vice President / General Manager with an extensive background in commercial radio programming, operations, and now New Media proponent for AMP. With over 12 years in Programming, Kudsia believes that radio will continue to exist quite comfortably in the Digital Age as long as it embraces what technology has to offer and understand entertainment consumption habits of the now and anticipate what's to come.

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Andreas Vogiatzakis

Managing Director
OMG Malaysia

A certified professional coach (CPC), Andreas is armed with rich management and life experiences and has a relentless passion for excellence.

After graduating with High Honors and a straight 4.0 from the University of Florida, Andreas joined DMB&B in New York. In 1997 he was called by DMB&B's NY headquarters to establish and organize D'Arcy's media department in Tokyo.

In 2003, Andreas joined the MindShare group (GroupM) in Taiwan, re-engineered the company and enabled it to be the largest and most acclaimed media group in the market. Under his tenure, MindShare Taiwan was consistently ranking as the most awarded agency in the internal creative media awards, and the MindShare group was voted as the best media agency in Taiwan.

In mid 2006, Andreas founded AMV+, his own consulting in Taiwan, with the vision of bringing the best ideas to life.

In late 2006, he relocated to Malaysia, assuming the position of Managing Director of the Omnicom Media Group (OMG) overseeing the operations for the award-winning OMD and PHD brands in the market.

A true internationalist, in a career spanning 3 continents and 6 countries, he has worked with numerous blue chip global and local clients such as Panasonic, HSBC, Warner Brothers, De Beers (DTC), Ford, McDonalds, Visa, IKEA, Motorola, Uni-President, P&G, Nestle, Courts, Air Asia, Kellogg's, Sara Lee, General Motors, Nike, Phillip Morris, 7-11, Fonterra, Hong Leong, Mars, SCA, Dannone and Exxon Mobile among others.



Pamela Yap

Digital Advisor
Dentsu Inc, Indonesia

Pamela has over 15 years of Advertising, Marketing & New Media Business Management with successful track record in integrated & cross-platform Brand Building & Management experience across industries like Telecommunications, Technology, Banking, Fast Moving Consumer Goods & Leisure.

Before venturing into the Interactive Business, Pamela started her sales & marketing career at a tender age of 20, in the USA with a Fortune 500 company -Thomas Nelson Publishers PLC where she kicked-started her Media Sales Career, after obtaining two honors' degrees on scholarship: Bachelors of Business Administration (Marketing) and Bachelor of Science in Journalism (Advertising). Upon returning to Malaysia, she first worked for the Vision Four Media Group leading the Media Sales initiative before being head-hunted to join McCann-Erickson Malaysia where she gained years of experience building successful brands locally and regionally. She brings with her vast & deep insight on integrated marketing communication approaches, converging the new digital medium with traditional communications tools to add value and effectively strengthen client's marketing efforts.



Timothy Tiah

Founder/Executive Director
Netccentric Pte. Ltd.

Timothy Tiah is the co-founder and executive director of Netccentric, the holding company for his and business partner Ming's various web ventures. He teamed up with Cheo Ming Shen to establish the blog advertising company Nuffnang in February 2007.

Nuffnang's rapid growth has led to a network currently comprising of over 1,000,000 bloggers in Malaysia, Singapore, Australia, Philippines, China, Hong Kong and Thailand. Netccentric, the holding company for Timothy and Ming's web ventures, now has over 120 full time staff and houses several online businesses.

Nom Nom Media was founded as the exclusive digital reseller of Nuffnang, social media advertising network Churp Churp, e-commerce portal Jipaban, design house Ripplewerkz and group-buying site Milkadeal. Both Timothy and Ming were nominated by Businessweek as two of the 25 best young Asian entrepreneurs in 2007; Timothy was the youngest on the list of inspired nominees at 23, and the only representative from Malaysia.

Timothy also went on to win several other prestigious awards, one of them being the JCI Creative Young Entrepreneur Award in 2009. Timothy is also a prolific blogger and writes at <http://timothytiah.com>.

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Dean Donaldson
Global Director of Media
Innovation, MediaMind

Dean Donaldson is Global Director of Media Innovation for DG and MediaMind advertising technology solutions where he is responsible for their market position and global evangelism, especially in the area of converged media. He is passionate about how creative technology can be used to deliver brand messages to the consumer at their point of engagement and then allow them to choose how and when they want to proceed.

A dynamic public speaker, he has delivered presentations at over a 100 industry events across more than 30 countries around the world. With many published articles, he frequently serves as an industry source for leading business and trade publications, being best known for utilising the true potential of advertising technology.

With a creative background and futurist outlook, Dean is a recognised expert at navigating through the maze of emerging media and serves on many industry councils. Looking at the commercialisation of content across a fragmented range of viewing devices through location-based advertising, Dean's research has recently obtained him a Masters at the UK's leading research and innovation centre based in the Media School at Bournemouth University for shaping an ethical future of addressable advertising using Near Field Communication (NFC).



René E Menezes
Chief Executive Officer &
Co-Founder
Better

René E. Menezes is the Chief Executive Officer for Better, Malaysia's largest, premium digital media rep. He is responsible for the overall running of Better, including its strategic development and regional expansion.

René has spent 14 years in the digital advertising industry beginning with his role as part of the founding team of Malaysia's first online ad network, e-Asia, subsequently acquired by Chinadotcom, followed by a 3-year stint as Interactive Communications Director at Grey Direct InterActive working with brands like P&G, GlaxoSmithKline and British American Tobacco.

More recently, as Co-founder and Director of 5 internet marketing companies including Yellow Brick Road and Media 2.0, which have since consolidated to form Better, René has spent his entire career in the pursuit of driving market understanding and investment in digital marketing.

René is the current President of the Malaysia Digital Association.



Rajesh Kumar
Deputy Managing Director
TNS Research International
Malaysia

Rajesh Kumar is the Deputy Managing Director of TNS Research International, Malaysia. Outside of the designation and role of managing the day to day requirements of a marketing research business, what keeps Rajesh going, is his passion and curiosity about human nature and behavior – getting to the bottom of why people (consumers) do and behave the way they do.

Rajesh has now been in Malaysia for over 6 years and in this period he has been partnering businesses to navigate the evolving consumer environment and marketing ecosystem to drive profitable brand engagement and growth in today's influence economy. Under his leadership, TNS Malaysia, has launched many syndicated platforms in the area of digital and mobile behavior, consumer DNA mapping, collaborating with MARKETING magazine for the CREAM survey, among others.

Prior to joining the TNS in Malaysia, Rajesh was County Head of TNS in Sri Lanka. In-between building a diverse portfolio of clients and setting up new business verticals, he conceptualized executed the first ever scientific consumer voted brand award program. In his earlier days of working in India, he played an instrumental role in setting up a national economic cycle research program (Consumer Confidence Index) for India, in partnership with the Economic Times business daily.

He also conducts brand workshops and speaks at various industry forums.

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Joni Leimala
Head of Interaction
GroupM Malaysia

Joni Leimala leads GroupM's digital business unit, which covers specialists from all digital areas such as display/rich-media, social, search, mobile, analytics and creative. Joni has arrived to Malaysia only 3 months ago, having spent the last 3 years in Russia with the group. Before that Joni was based in his home country of Finland. Prior to his tenure with GroupM, Joni has been a digital consultant, strategist, designer and even a published author. (The publication in question – Flash 5 Studio, was the 4th most sold computer related book in Amazon in 2001.)

He has been sitting in IAB board, award jury panels and been a speaker on various events. Joni also has digital experience from his time in Sweden, Taiwan and Australia, which gives him a very broad knowledge base.

Do engage in a conversation with Joni, as he is keen to exchange ideas and give advice wherever suitable.



Khailee Ng
Founder
SAYS.com

Khailee Ng is a serial entrepreneur known for building digital businesses which harness the collective power of people. His most well-known ventures include Malaysia's leading group buying website (recently acquired by Groupon) and SAYS.com, a community of over 360,000 Malaysian social media users who collaborate with over 70 leading advertisers to engage Malaysia's Facebook and Twitter generation.



Sunita Kaur
APAC Director
Facebook

Sunita Kaur is the APAC Director at Facebook where her job scope is to help brands integrate social media into their marketing mix. Sunita has spent fifteen years in the media space, with ten of those in regional print roles at Time Warner and BusinessWeek. In 2006, she moved into the digital space with Regional digital roles with Forbes and Microsoft. Sunita is based in Singapore.



James Yeang
Industry Head for
Telecommunications,
Technology, Media &
Automotive, Google Malaysia

James Yeang leads all business development and ad sales for Telecommunications, Technology, Media and Automotive sectors for Google Malaysia.

Before Google, James was the product marketing manager for smartphones and mobile internet in DiGi, where he spearheaded DiGi's initial forays into the smartphone market particularly for Android and BlackBerry devices, and broadband services.

Before that, James spent several years in the Nielsen company handling many top FMCG accounts, where he undertook several progressive management roles, both local and regional.

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8.00am:

Registration and Welcome tea/coffee

9.00am - 9.10am:

Introduction and Opening Video by Organising Chairman, Harmandar Singh

9.05am - 9.30am:

Malaysian Onliners - what makes them tick and stick?

A study of user behaviour, key drivers of online behavior relevant to the media planner. A scientific, and at times anecdotal, presentation on the consumer who is now online.

by Rajesh Kumar - Deputy MD, TNS Research International Malaysia

9.30am-10.05am:

The Big Media Reality – Big Data Analysis in digital media planning for behaviour targeting

Big Data is set to be a defining tech trend in 2012.

For the first time, marketers in control of their data and can measure the collective impact of their marketing efforts across all media channels from one platform. Focus has turned to searching for trends, patterns and insights about preferences and behaviors that might be buried in data.

by Roy Tan - Managing Director, Carat Media Malaysia

10.05am- 10.30am:

2016: BEYOND THE HORIZON

The world has gone social. Marketing has gone social. Influence has gone social. That's not a surprise. Surprising is the speed at which social technologies have changed the way we live our lives. Beyond the Horizon explores what is actually driving us and therefore what is driving technological development. It paints a picture of society as well as the marketing and advertising industry in 2016 and beyond. It gives a perspective at how technology has brought us closer together, even as geography has pushed us further apart, and it details how a social approach to technology will drastically alter institutions from government to gaming and from media to marketing.

by Andreas Vogiatzakis - Managing Director, OMD & PHD Malaysia

10.35am - 11.00am:

Coffee/Tea Networking break

11.05am - 11.35am:

The Power of Mobile is finally here!

Mobile is a critical channel to be in as it impulsively influence purchase with location mobile marketing or as a mainstream media platform for marketers.

by KF Lai - CEO, Buzzcity

11.40am - 12.20pm:

Expanding the Ecosystem for a Video Explosion

As online video prepares to outpace all other media growth and content stretches over multiple connected screens in and out of the home, ever-changing consumer platforms will cause a huge disruption to the advertising ecosystem. Shifts in viewing habits and interaction capabilities will fuel a cataclysmic change in buying, distributing, targeting and measuring premium video content that will cause all media stakeholders to rethink consumer engagement. Dean Donaldson will explore the impact video poses from industry challenges to business opportunities for marketers seeking to navigate the evolution of three screens and beyond.

by Dean Donaldson - Global Director of Media Innovation, MediaMind

12.25pm – 1.00pm:

POWERHOUSE PANEL DISCUSSION:

Digital Dilemma: Will Digital replace Traditional Broadcast?

The changing face of media throws up the question of how digital will play out. Pay TV has been digital since launch. It's digital versus tower transmission/antenna channels. Free-to-air broadcasters are aggregating loads of content for digital broadcast by 2015. Cross-channel media planning - where does Digital figure? What's the true value of branded entertainment, and how to execute on smart content development. Distinguished Panelists:

- **Prashant Kumar** - Regional President, Asia World Markets, IPG Media Brands
- **Aditya Thakur** - VP of Marketing, Astro
- **Ahmad Izham Omar** – COO, Media Prima Television Networks
- **Kudisia Kahar** - VP, Corporate Strategy & Industry Development, AMP Radio Networks
- **Dean Donaldson** - Global Director of Media Innovation, MediaMind



1.00pm - 2.00pm:

LUNCH

2.00pm - 2.05pm:

Morning Overview

2.05pm - 2.25 pm:

Is gamification the next marketing edge?

by **Pamela Yap** - Digital Advisor, Dentsu Inc, Indonesia
Real case study on iButterfly one of the most successful Mobile Augmented Reality apps from Japan. It is a gamified coupon services on Smartphones for BlackBerry, iPhone, iPad2 and Android devices.

2.30pm - 3.40pm:

SIZZLING MEDIA PITCH HOUR

A rapid-fire state of the nation addresses by leading digital platforms players providing an up-to-the-minute update on their offerings and experiences, in 7-minute sessions each.

1. YAHOO! MALAYSIA

Jon-Tjin Kee Country Ambassador & Sales Director
Yahoo! Malaysia

2. GOOGLE

James Yeang, Industry Head for Telecommunications, Technology, Media & Automotive, Google Malaysia

3. FACEBOOK

Sunita Kaur, APAC Director, Facebook

4. SAYS.COM

Khailee Ng, Founder

5. THE PROPOSAL

Timothy Tiah, Nom Nom Media

6. ONLINE STATE OF MIND

Kenneth Yu, CEO, SpurPress.com

3.45pm - 4.05pm

Coffee/Tea Networking break

4.10pm - 4.35pm:

Confessions of a Digital Marketer:

Fans, fame and a lot of love!

by *Miguel Bernas* - Director of Digital Marketing, SingTel

4.40 - 5.05pm

Planning and Buying an online video campaign

Online video is a contagious phenomenon. Learn how to chart Online and TV in the media mix and options on how to take your TVC online - Features, Advantages, Benefits. Peek into the future as find out if Online having TV for lunch?

by *Matt Sutton* - CEO, Aktiv Digital

5.10 - 5.40pm:

POWERHOUSE PANEL DISCUSSION:

Digital Dilemma: Media Planning in a Social World

The magic and power of media ROI in Digital Planning
Real Time Digital Media Planning - the new game changer?
Cross-channel media planning - where does Digital figure?
Creating the multiplier effect. Cross-media measurement?
Are digital ROIs as great as traditional media for FMCGs?
How to increase Online ADEX? Why are marketers hesitant?
Is mass advertising now the same as Spam?

Distinguished Panelists:

- Matt Sutton - CEO, Aktiv Digital
- Girish Menon - CEO, GroupM Malaysia
- Rene Menezes - CEO, Better
- KF Lai - CEO, Buzzcity
- Joni Leimala - Head, GroupM Interaction Malaysia

5.45pm:

Close and Thank you.

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(lunch and coffee breaks included)

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