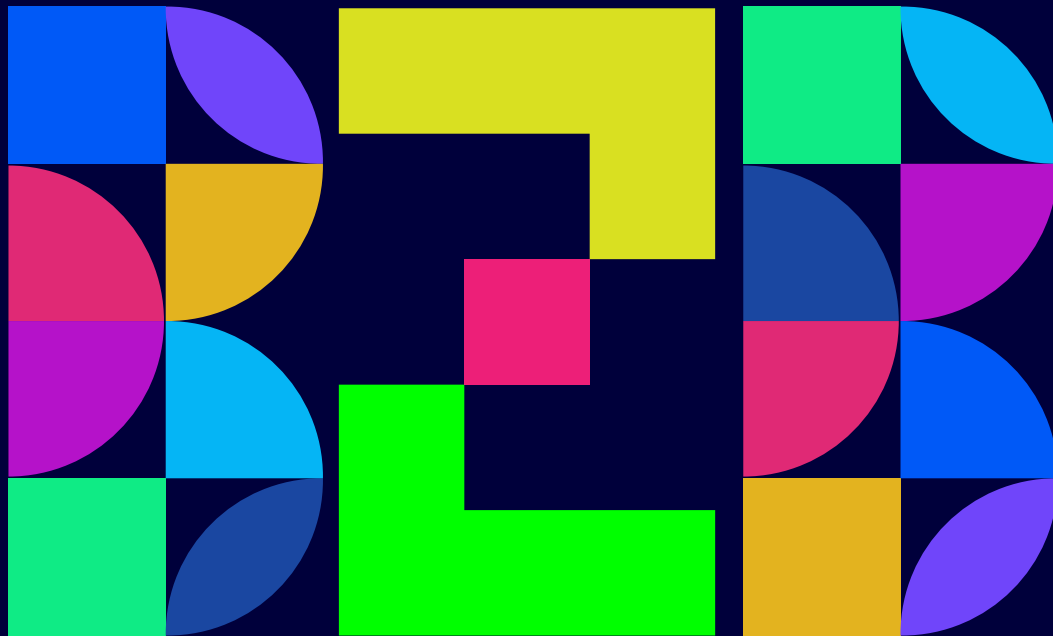


THE ASEAN B2B



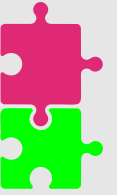
CONFERENCE 2027

12TH & 13TH JANUARY 2027
KLGCC CONVENTION CENTRE

ELEVATE



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001728079



The ASEAN B2B CONFERENCE is a two-day

in KLGCC, Kuala Lumpur for companies that want to make their B2B marketing more strategic, creative and commercially effective. The programme focuses on the realities of modern B2B buying: buyers research vendors long before speaking to sales, trust is built through content and credibility, and marketing must support long, complex sales cycles.

The sessions cover the following topics: building trust, digital and marketing transformation, account-based marketing, content marketing, LinkedIn, brand credibility and Southeast Asian case studies.

B2B MARKETING IS MORE IMPORTANT THAN EVER

Today's business buyers research companies long before they speak to sales. They look at your digital footprint, content, credibility, people and proof. But many B2B companies are still too product-centric, talking about features instead of building trust, relevance and demand. The Asean B2B Conference will show how modern B2B brands can become more creative, customer-focused and commercially effective in a changing market.



LEARN FROM LEADING B2B VOICES

from Malaysia, Singapore, UK, Sweden and Estonia.



IMPROVE PRACTICAL SKILLS

in account-based marketing, content marketing, LinkedIn and building trusted B2B brands.



Who should attend

This conference is for B2B marketers, sales leaders, business owners and commercial teams who want to improve how they attract, influence and convert business customers.

It is especially relevant for:

- B2B marketing managers and directors
- Marketing agencies and consultants working with the B2B clients
- Sales and business development leaders
- CEOs and founders of B2B companies
- Content, brand and demand generation teams
- Companies selling complex products, technology or professional services
- Teams working with long sales cycles and buying committees
- Companies looking to improve LinkedIn, ABM, content marketing and brand trust
- Regional marketers who want practical insights from Malaysia, Singapore and wider Southeast Asia



Key takeaways

After attending, participants will understand how to build trust with B2B buyers before the first sales conversation, how to create content that supports the buying journey, and how to make marketing more closely connected to sales, pipeline and revenue. They will also learn practical approaches to account-based marketing, LinkedIn marketing, positioning, brand credibility and customer-focused communication. The case studies and workshops will show how B2B companies can move beyond product-centric messaging and create marketing that is clearer, more relevant, more trusted and more effective in competitive Southeast Asian markets.

Day One Programme



Programme | 12th January, 2027

08.30 Registration and morning coffee

09:00 Welcome & Opening By Prof Harmandar Singh

09.15 Trust in B2B: The Hidden Currency of Long Sales Cycles | Joel Harrison, B2B Marketing, Propolis and the B2B Marketing Awards

In B2B, buyers rarely choose vendors only because of features, price or presentations. They choose companies they believe in, people they trust and brands that reduce perceived risk. This session will explore why trust is central to B2B growth, how it can be measured and strengthened, and what marketers can do to build confidence long before a purchase decision is made.

Joel Harrison is a leading UK-based B2B marketing expert and the founder of B2B Marketing, Propolis and the B2B Marketing Awards. He has spent years working with B2B marketing leaders and understanding the challenges they face around trust, brand, demand and commercial impact. His perspective brings global B2B thinking to the Southeast Asian audience.

10.00 From Digital Transformation to Marketing Transformation | Tuomas Peltoniemi, Accenture Song APAC

B2B customers are changing faster than many marketing organisations can adapt. Digital transformation has affected not only technology and operations, but also how companies buy, evaluate vendors and build trust with suppliers. This session will look at how B2B marketing teams can become more strategic, more customer-centric and more connected to business growth.

Tuomas Peltoniemi brings the perspective of Accenture Song, one of the world's leading digital, experience and creative transformation businesses. His work connects strategy, digital transformation, customer experience and business performance. He will offer a broader view how B2B marketing fits into the transformation agenda of large organisations.



10.15 Morning Break

10:30 The Reality of B2B Marketing in Malaysia | Bob Low, Bob Low Marketing

Malaysia has a dynamic B2B market, but international playbooks do not always work without local understanding. This session will explore how Malaysian companies buy, how trust is built, and why relationships, credibility and relevance still matter deeply in B2B. Bob Low will share practical insights from the local market and highlight the biggest opportunities for B2B marketers in Malaysia.

Bob Low is a Malaysian B2B marketing consultant focused on B2B marketing strategy, LinkedIn lead generation and training. He helps businesses create stronger conversations, generate leads and turn complex topics into content that attracts attention. His session will give the audience a grounded, local view of B2B marketing in Malaysia today.

11:15 Inside a Spikes Asia Grand Prix-Winning B2B Campaign Case Study: Soil Stay – Tra Mongkut Fertilizer | Paul Nagy, VML

What does a truly outstanding B2B campaign look like from the inside? This session will unpack the Grand Prix-winning Soil Stay campaign for Tra Mongkut Fertilizer and show how strategy, creativity and business relevance came together. The audience will see how a specialised B2B challenge was turned into a powerful creative idea with regional and international recognition.



12:00 Lunch and Networking

13:00 Singapore: How to Win in a Sophisticated, Competitive Market | Shawn Low, Green Hat

Singapore is one of Southeast Asia's most advanced B2B markets, with demanding buyers, strong competition and high expectations for professionalism. This session will explore what makes B2B marketing in Singapore different and what regional marketers can learn from it. Shawn Low will discuss positioning, trust-building, content, events and demand generation in a market where buyers are exposed to global standards.

Shawn Low is Regional Director, Asia at Green Hat and works with B2B organisations across the region. He understands how companies in sophisticated markets make decisions and how marketers can earn attention in crowded categories. His session will offer practical lessons for any company trying to improve its B2B marketing performance in Southeast Asia.

13:45 Content That Builds Trust Before the Sales Call | Hando Sinisalu, Marketing Parrot

Many B2B companies still treat content as decoration, not as a serious sales and trust-building tool. This session will show how interviews, expert articles, research, case studies, newsletters and events can help a B2B brand become more visible and credible before buyers speak to sales. Hando Sinisalu will share practical best practices from Marketing Parrot and examples of how content can support long B2B buying journeys.

Hando Sinisalu is the founder of Marketing Parrot and an experienced B2B content, events and media entrepreneur. He has built platforms, conferences and publications focused on B2B marketing, sales and international business. His strength is turning expert knowledge and industry conversations into content that attracts the right business audience.

14:15 ABM as the best way to align sales & marketing Christopher Strandell, InZynk (Sweden)

- What successful ABM looks like in practice, not just in theory
- How sales and marketing can align around named accounts
- Why positioning and personalization are critical in ABM
- Common ABM mistakes that weaken results
- Practical examples

Christopher Strandell is an advisor at InZynk, specializing in account-based marketing and strategic B2B growth. He is known for helping companies focus on the accounts that matter most and turn ABM into a practical commercial approach.

15.00 Coffee and Networking



15:30 Panel Discussion : Trust, Risk and the Long Sale: B2B Marketing Lessons from the Front Line.

Panelist :Shaun Yap, Jade Choong and Fiona Liao

16.15 Case Studies from Southeast Asia Marketing Connectivity, Technology and Business Value | Chan May Ling, CelcomDigi

Telecommunications and digital infrastructure are critical to how modern companies operate, but communicating their B2B value is not always simple. This case study will look at how a major telecom brand can speak to business customers, connect technology with outcomes and build confidence in complex solutions. The session will explore the marketing challenge of making connectivity, digital services and enterprise solutions understandable and commercially relevant.

Chan May Ling is Chief Brand and Marketing Officer at CelcomDigi. Her experience offers insight into how large technology-driven companies communicate with business audiences. She will bring a practical perspective on marketing services that are essential, complex and highly competitive.

17.00 Marketing a Multi-Audience Brand: How Resorts World Genting Creates Demand Across Leisure, Events, Partnerships and Experiences

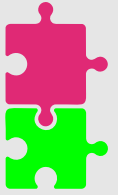
**Spencer Lee, Executive Vice President of Sales, Marketing & PR
for Resorts World Genting (RWG)**

- How to market a complex brand with many products under one umbrella
- How to balance brand building and short-term sales activation
- How to segment different audiences without fragmenting the brand
- How partnerships, events, and experiences create demand
- What B2B marketers can learn from hospitality and destination marketing
- How to use customer experience as a growth channel
- How marketing works with sales, operations, events, and partners

Spencer Lee is Executive Vice President of Sales, Marketing & Public Relations at Resorts World Genting, where he leads commercial growth, brand marketing and communications for one of Malaysia's leading integrated resort destinations. Before joining RWG, he built a strong career at AirAsia, holding senior roles including Commercial Director of AirAsia Malaysia and CEO of AirAsia BIG Loyalty. His experience spans destination marketing, loyalty, ancillary revenue, financial services partnerships, digital transformation and customer engagement. Earlier in his career, he worked in advertising and brand management, including as Brand Manager at Ford Malaysia, giving him a broad perspective on how brands create demand and long-term customer value.

17:30 Ends

Day Two Programme



Programme | 13th January, 2027

08:30 Registration and morning coffee

09:00 Parallel Workshops

1. Account-Based Marketing (ABM)

Christopher Strandell, InZynk (Sweden)

- How to identify and prioritize the most valuable target accounts instead of marketing to everyone.
- How to build a clear ideal customer profile and understand buying committees inside key accounts.
- How to create personalized messages and content for different companies, roles, and decision-makers.
- How sales and marketing can work together on outreach, nurturing, meetings, and follow-up.
- How to measure ABM success through account engagement, pipeline influence, opportunities, and revenue.

2. Content Marketing

Hando Sinisalu, Marketing Parrot

- How to build a B2B content strategy that supports sales, not just brand awareness.
- How to turn customer knowledge, market insights, and expert opinions into useful content.
- How to create content for different stages of the buying journey: from first interest to final decision.
- How to use formats like LinkedIn posts, expert articles, newsletters, case studies, webinars, and short videos.
- How to measure what works, reuse content efficiently, and build a simple content engine your team can actually maintain.



10.30 Break

11.00 Continuation of Parallel Workshops

12:00 Lunch

13:00 Continuation of Parallel Workshops

3. LinkedIn marketing

Bob Low, Bob Low Marketing

- How to use LinkedIn as a serious B2B marketing and sales channel, not just a place for random posting.
- How to build a strong company page and personal profiles that support trust, visibility, and lead generation.
- How to create posts, articles, videos, newsletters, and expert content that reach the right business audience.
- How to grow relationships with prospects, customers, partners, and industry influencers through consistent engagement.
- How to measure LinkedIn activity through reach, engagement, profile views, conversations, leads, and sales opportunities.

4. Building Trust & Influence in B2B Marketing

Joel Harrison, B2B Marketing

- How to build trust with B2B buyers before they are ready to speak with sales.
- How to use expert content, customer stories, thought leadership, and social proof to create credibility.
- How to make your company and people more visible, relatable, and influential in the market.
- How to communicate complex B2B value propositions in a clear, honest, and convincing way.
- How to turn trust and influence into stronger relationships, warmer leads, better conversations, and long-term business growth.

15.30 Break

16.00 Continuation of Parallel Workshops

17.30 Ends

SPEAKER BIOS



Joel Harrison, B2B Marketing / Propolis

Joel Harrison is one of the best-known voices in the UK B2B marketing community and the co-founder of B2B Marketing, which he launched in 2004. He has worked as editor, content creator and event host, helping turn B2B Marketing from a specialist publication into a recognised global platform for B2B marketers. He is also closely connected with Propolis and the B2B Marketing Awards, where he has worked with senior marketing leaders on brand, demand, trust and commercial impact. At the conference, Joel will bring a global perspective on why trust has become one of the most important drivers of long B2B sales cycles.



Tuomas Peltoniemi, Accenture Song APAC

Tuomas Peltoniemi is a digital transformation and marketing leader with around 25 years of experience across digital marketing, customer experience, products and services. He is currently with Accenture Song, where he leads the Design and Digital Products Practice for Southeast Asia. Before Accenture Song, he led R/GA in APAC and previously spent seven years with TBWA\Group Singapore, including as President, Asia, Digital Arts Network. His session will connect digital transformation with the next stage of marketing transformation in large B2B organisations.



Bob Low, Bob Low Marketing

Bob Low is a Malaysian B2B marketing consultant, speaker and trainer focused on LinkedIn lead generation, B2B sales, content and advertising. Through Bob Low Marketing, he helps companies create stronger conversations, build visibility and generate business opportunities through LinkedIn and content. He has built a strong public presence as a LinkedIn-focused B2B practitioner and has spoken at marketing events in Malaysia. Earlier employer names were not clearly verifiable from the public sources I found, so this bio keeps the focus on his current consulting work and market expertise.



Paul Nagy, VML

Paul Nagy is Chief Creative Officer for VML across Asia-Pacific and a member of the VML Global Creative Board. He previously served as Chief Creative Officer for Australia and New Zealand at VMLY&R, after joining the agency through legacy brand Y&R. Earlier in his career, he worked as a writer in advertising agencies and became Executive Creative Director at Clemenger BBDO Sydney. At the conference, Paul will unpack the “Soil Stay” case study and show how a specialised B2B challenge can become internationally recognised creative work.



Shawn Low, Green Hat

Shawn Low is Regional Director for Asia at Green Hat, where he works with B2B organisations on strategy, content, demand generation, account-based marketing and brand-to-revenue programmes. Before this role, he served as Green Hat’s Head of Content, Social and Digital from 2018 to 2021. He then joined Grey Group, where he worked as Head of Social Media and Digital and Head of Social at whiteGrey between 2021 and 2024. His session will focus on what it takes to win in Singapore’s sophisticated and highly competitive B2B market.



Hando Sinisalu, Marketing Parrot

Hando Sinisalu is the founder of Marketing Parrot and has more than 25 years of experience in media, marketing and conference production. He previously founded Best Marketing, one of Estonia’s leading marketing portals and event organisers. Through Marketing Parrot, he now builds B2B content, events and media products for audiences interested in B2B marketing, sales and international business. His session will show how interviews, expert content, newsletters, case studies and events can help B2B companies build trust before buyers speak to sales.



Christopher Strandell, InZynk

Christopher Strandell is an advisor at InZynk in Sweden, specialising in account-based marketing and strategic B2B growth. His work focuses on helping companies identify the accounts that matter most and align sales and marketing around the deals they want to win. Public sources clearly verify his current role at InZynk, but I could not verify specific previous employer names with enough confidence. At the conference, he will show what successful ABM looks like in practice, including target-account selection, personalisation, positioning and sales-marketing alignment.



Chan May Ling, CelcomDigi

Chan May Ling is Head of Brand and Marketing Services at CelcomDigi, where she helps shape the brand and marketing direction of the merged Malaysian telecom company. Before joining CelcomDigi, she was Chief Marketing Officer at KFC Malaysia from 2021 to 2023. Earlier, she worked with Digi Telecommunications and Telenor, including roles connected to digital customer experience, digital services and brand strategy. Her case study will bring practical insight into how large technology-driven companies communicate complex B2B value to business customers.



Shaun Yap, InsiderSecurity

Shaun Yap is Marketing Manager at InsiderSecurity, where he leads brand narrative, content strategy and go-to-market execution in the cybersecurity sector. He has around 12 years of experience across brand strategy, integrated marketing and creative leadership in both B2B and B2C environments. Before InsiderSecurity, he worked across brand planning, account management and creative development for SMEs and multinational companies in sectors including healthcare, FMCG, property, retail and technology. His session will explore how technical B2B companies can replace jargon with clearer positioning, stronger credibility and a more commercially useful brand story.



Jade Choong, Global Marketing Communications Manager, Shell

Jade Choong leads strategic communications and commercial excellence within the energy sector. She transformed Shell Marine's communications approach from a product-led model to one centered on integrated customer solutions, and launched a Thought Leadership programme that significantly expanded the brand's reach. Her career also includes leading marketing for major commercial deals, securing multimillion-dollar accounts, and earlier brand and trade marketing experience at British American Tobacco, where she ran high-profile campaigns for Dunhill. Jade holds a Master's degree in Marketing Communications from Bournemouth University and has built a reputation for developing campaigns that have gone on to be adopted as global best practice.



Fiona L. Liao, Group Chief Marketing, Communications & Sustainability Officer, Pos Malaysia

Fiona L. Liao leads the company's brand, marketing, communications, and sustainability functions. She brings over 20 years of marketing and brand leadership experience, having spent more than a decade at Prudential Assurance Malaysia, where she rose from Director of Brand and Communications to Chief Marketing Officer. Earlier in her career, she held communications and product management roles at DHL Express Malaysia.



Spencer Lee, EVP of Sales, Marketing & Public Relations at Resorts World Genting.

Spencer leads the integrated resort's commercial strategy, brand positioning, communications and partnerships, helping strengthen its appeal to Malaysian and international visitors alike across markets. He previously served as BIGLIFE CEO, AirAsia Malaysia Commercial Director and RedBeat Ventures Chief Commercial and Strategy Officer.



APPROVED HRD CORP
TRAINING PROGRAM
NO 10001728079

DATE
12TH AND 13TH
JANUARY 2027

TIME
8.30AM TO 5.30PM

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KLGCC CONVENTION
CENTRE
1A, JALAN BUKIT
KIARA 1, BUKIT KIARA,
60000 KUALA LUMPUR

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PARTICIPANT DETAIL

FULL NAME : _____
(AS PER IDENTITY CARD)
NRIC NUMBER : _____
DESIGNATION : _____
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PARTICIPANT DETAIL

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**Registration & Payment for
Non HRD Corp Employer**

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a training place.

Payment can be made via a crossed cheque payable to 'Sledgehammer Communications (M) Sdn Bhd' at least 7 days before conference commencement.

**Registration & Payment for
HRD Corp Employer**

- HRD Corp employers must apply for the HRDC Training Grant – Public Training via the e-TRiS portal under HRDC Claimable Courses (SBL Khas).
- Employers must obtain HRDC Training Grant approval for the Public Training at least **three (3) calendar days before the Event Date**.
- Participants are required to attend 75% of the total training hours as per HRD Corp requirement. In the event of non-compliance, we will invoice

the Employer for the full amount of registration fee incurred.

NO CANCELLATION is allowed but a replacement participant can be sent.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change the workshop programme due to unforeseen circumstances.