



# Marketing Madness



Malaysian  
**CMO**  
Conference  
2023

**10 Feb 2023**  
**8.30am - 5.30pm**

**S I M E D A R B Y C O N V E N T I O N C E N T R E**

The logo for the Malaysian CMO Conference 2023 is centered in the upper half of the image. It features the text "Malaysian CMO Conference 2023" in a gold-colored serif font. The text is enclosed within a circular frame made of two concentric, slightly irregular gold lines. The background of the entire image is a dark, moody photograph of a person's legs in a blue suit, standing on a reflective surface. The person's legs are positioned in a way that suggests they are in motion or about to step forward. The lighting is dramatic, with highlights on the person's legs and the reflective surface, creating a sense of depth and movement.

Malaysian  
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With data overloading our minds and measurement metrics the new mantra for successful and accountable marketing, we are now in a tailspin of new ways of doing things. Even these ways change by the day. The charged up ecosystem, where budgets get lower, channels keep increasing, and targets get unrealistic, it is easy not to lose one's mind while trying to survive, let alone thrive.

Journey with our speakers and learn from their inspiring discourses as you centralise your focus on innovative pathways to marketing success. This year's theme will address marketing's pain points and why it can be very easy to distract from the only person that matters – the consumer.



## WHY ATTEND

Into its sixth year, the Malaysian CMO Conference has become a landmark event for all serious marketing communications and media professionals. Apart from learning cutting-edge knowledge and listening to real-market experiences from the speakers and panelists, it is also a great opportunity to network with thinkers from the marketing, media, advertising, digital and content ecosystem.

## WHO SHOULD ATTEND

Marketing, Brand and Product Managers

Advertising, Media and Digital Executives and Entrepreneurs

Media Players – Traditional and Digital Business Development Managers SMEs & SMIs

# SPEAKERS / PANELISTS



**Prof. Harmandar Singh**  
Founder + CEO  
MARKETING Magazine



**Jamshed Wadia**  
Vice Chair of Digital (Asia)  
Edelman



**Filipe Lampreia**  
Chief Strategy Officer  
VMLY&R Commerce  
Malaysia



**Sheila Shanmugam**  
Chief Executive Officer  
Mindshare Group Malaysia



**Stanley Clement**  
Chief Executive Officer  
Mediabrand Content Studio



**Srikanth Ramachandran**  
Founder & Group CEO  
Moving Walls



**Weldon Fung**  
Area Director, Southeast Asia  
Meltwater



**Nicholas Sagau**  
Chief Operating Officer  
Rev Media Group



**Abdul Sani Abdul Murad**  
Group Chief  
Marketing Officer  
RHB Bank Berhad

# SPEAKERS / PANELISTS



**Kenny Ong**  
Chief Executive Officer  
Astro Radio and Rocketfuel  
Entertainment. Director  
of Astro Media Solutions  
(AMS)



**Shashankh Bhatt**  
Digital Growth & Strategy  
Consultant  
Netcore Cloud



**Elina Peek-Lantz**  
Managing Director  
Reprise Malaysia



**Datuk Lai Shu Wei**  
Chief Marketing  
& Sales Officer  
Sime Darby Property



**Linda Hassan**  
Group CMO (Malaysia,  
Singapore & Cambodia)  
Domino's Pizza



**Lau Yin May**  
Group Chief Marketing &  
Customer Experience Officer,  
Malaysia Airlines

8:30 AM

**DELEGATES REGISTRATION**

9:00 - 09:30 AM

**YEAR OF AI? KEYNOTE BY JAMSHED WADIA, VICE CHAIR OF DIGITAL (ASIA) FOR EDELMAN**



ChatGPT is not a catalyst that adds anything new to creativity, that is not already available in the marketplace. It is a tool for quick commoditised content, and perfect for PR templated fluff. Also good for in-house entry level content generation by marketing organisations, because it is not subjected to the same vetting standards applied to external agency partners. ChatGPT can certainly make any report voluminous, ideal for board members who insist thicker is better. But once the more than 1 million people who downloaded that app provide more intelligence to the machine, it is still early days.

09:35 - 10:15 AM

**KEYNOTE POWER PANEL - RAPID FIRE AWAY!**

RESTLESSLY MODERATED BY HARMANDAR SINGH

PANELISTS:



1. ABDUL SANI ABDUL MURAD - GROUP CHIEF MARKETING OFFICER, RHB BANK BERHAD

2. LINDA HASSAN - GROUP CMO (MALAYSIA, SINGAPORE & CAMBODIA), DOMINO'S PIZZA

3. DATUK LAI SHU WEI - CHIEF MARKETING & SALES OFFICER, SIME DARBY PROPERTY

4. LAU YIN MAY - GROUP CHIEF MARKETING & CUSTOMER EXPERIENCE OFFICER, MALAYSIA AIRLINES



- Is sustainability a priority over commercial returns?

- Why does marketing fish from the advertising industry's talent pool

- How influential is the marketing function at the boardroom table today

- What components in marketing can be automated in 2023?

- Which is your favourite advertising campaign in 2022?

- If your Chairman/CEO granted you one wish for 2023, what would that be?

- When and how do you think outsourcing the marketing oversight role works?

- What did you do last week you were really proud of?

- How do you see your brand as a tradable product when it comes to partnerships?

- What qualities do you look for in a marketing professional?

- How will digital shape or sully the customer experience in 2023?

- Do you think advertising and media agencies are too nice to marketers?

- Media's getting more creative, advertising's getting more media-fluent, what is marketing getting?

- Is being a good salesperson still important in marketing?

(5 MINS AUDIENCE Q&A SESSION)

10:20 AM

**COFFEE BREAK & NETWORKING**

10:40 AM

**BRINGING COMMUNITY BRANDS TO LIFE WITH EFFECTIVE PARTNERSHIPS**



BY WELDON FUNG, AREA DIRECTOR, SOUTHEAST ASIA, MELTWATER

In this new marketing era, we have moved beyond solving for effectiveness through "personalisation", to solving for influence through consumer "communities". Learn how to effectively take advantage of the "Community Flywheel" first coined by McKinsey. In this session, Weldon Fung, Area Director for Meltwater in South East Asia, will share the data on impactful partnerships with influencers/creators can make on community brand building and how to find the perfect fit in a partner. Set your own brand flywheel in motion with a guide to understanding how to solve and influence your own communities. (10 MINS AUDIENCE Q&A SESSION)

11:30 AM

**MARTECH IS NOW YOUR TECH**



BY SHASHANKH BHATT - DIGITAL GROWTH & STRATEGY CONSULTANT, NETCORE CLOUD

Why MarTech? What's so good about it and why is it so important for companies to adopt today? As any business owner or marketer can attest to, there are limitless tools available to help your organization generate awareness and support sales efforts. These are known as marketing technology (or martech) tools. As the world continues to rely on technology to make connections and bridge the gap between us, it's more vital than ever to truly understand the tools and technologies available to you, especially if your company is considering making an investment. The prevalence of big data in all businesses, big and small, has brought with it a number of challenges, but also opportunities, particularly with regard to digital MarTech. Central to the utilization of this data is the ability of businesses to offer a more personalized approach than they were able to before. The more data you have, the more information you have to be able to target your campaigns at specific, segmented groups across all your platforms. The better you're able to understand your prospects (and customers) and target your campaigns, the more effective they'll be and the more leads you'll convert. (10 MINS AUDIENCE Q&A SESSION)

12:00 PM

**WHOSE AUDIENCE IS IT ANYWAY?**



BY SRIKANTH RAMACHANDRAN - FOUNDER & GROUP CEO, MOVING WALLS

Reaching and influencing consumers has been at the heart of every marketing campaign. However, the media channels such as television, radio, print, digital, cinema, social media and OOH have been siloed with no single customer view across these channels. With the advent of adtech platforms, the same consumer can be reached through any one of these channels. The world of omni-channel media and addressable audiences will move the discussion from reaching audiences to influencing them. This session explores the omni-channel world of data and automation.

- Is the trend toward omni channel and addressable audiences upsetting the funnel?

- Is the audience in the data? Deciphering the demographic.

- Knowing the audience is not the same as owning the audience

(10 MINS AUDIENCE Q&A SESSION)

12:30 PM

**APAC & MALAYSIA SHOPPER 2.0: INSIGHTS ON THE TRIGGERS & BEHAVIOUR OF ONLINE SHOPPERS**








BY ELINA PEEK-LANTZ - MANAGING DIRECTOR, REPRISE MALAYSIA

As the pandemic shaped the regions shopping habits, Reprise set out on a study to build a detailed picture of the APAC retail landscape. As most brands consider cross-border commerce opportunities, the region continues to set the standard for both social commerce and live commerce shopping, with some eye-opening figures revealed by the study. Hear more about new technologies in this space, with insights into Malaysian shopper preferences, and functionalities that will build trust and present unique opportunities for brands.

# CONFERENCE AFTERNOON



01:00 PM	<b>LUNCH BREAK</b>
02:00 PM	<b>ADDRESSABLE MARKETING IS A NO-BRAINER</b>
	<p>BY KENNY ONG - CHIEF EXECUTIVE OFFICER ASTRO RADIO AND ROCKETFUEL ENTERTAINMENT. DIRECTOR OF ASTRO MEDIA SOLUTIONS (AMS)</p> <ul style="list-style-type: none"> <li>• Why Addressable TV is as personalised as you can get</li> <li>• How OnScreen Marketing is driving OffScreen Marketing performance</li> <li>• How a big year for television and home shopping helped marketers</li> <li>• Are SMEs in mainstream marketing already?</li> </ul> <p>(10 MINS AUDIENCE Q&amp;A SESSION)</p>
02:45 PM	<b>THE ART OF BEING STUPID TOGETHER</b>
	<p>BY STANLEY CLEMENT - CEO, MEDIABRANDS CONTENT STUDIO</p> <ul style="list-style-type: none"> <li>• Is random raw creative or conceptually crafted work the way to go now?</li> <li>• How will happy accidents play into the new way of working?</li> <li>• What's missing in marketers' inhousing solutions?</li> <li>• What is the role of a creative agency today in helping marketers?</li> <li>• The art of brainstorming also knew as the art of being foolish</li> <li>• How to enhance the value of creativity in an "always-on" world</li> </ul> <p>(10 MINS AUDIENCE Q&amp;A SESSION)</p>
03:15 PM	<b>COFFEE BREAK &amp; NETWORKING</b>
03:45 PM	<b>THE RISE OF MUSLIM CONSUMERISM AN EXCLUSIVE SURVEY PRESENTATION</b>
	<p>BY FILIPE LAMPREIA, CHIEF STRATEGY OFFICER, VMLY&amp;R MALAYSIA</p> <p>250 million Muslims across South East Asia are today living lives different from their parents, shaped by a resurgence of faith and the spread of western consumerism. They are increasingly overlaying their religious beliefs on purchase decisions and this is constantly evolving. The dynamics that permeate beliefs and the behaviour of Muslims are essential to offer efficient solutions for connected brands. That is cultural commerce.</p> <ul style="list-style-type: none"> <li>• Halal consumerism, the pivotal game-changer?</li> <li>• Is Sharia Compliance a marketing myth?</li> <li>• Muslim consumers think the ad industry should have more 'nuanced depictions' of the community.</li> <li>• Did GE15 show up a loyal Muslim consumer?</li> <li>• The majority prioritise their relationships with Allah, health and family in that order.</li> </ul> <p>(5 MINS AUDIENCE Q&amp;A SESSION)</p>
04:15 PM	<b>WHY MARKETERS NEED A MEDIA LIFE COACH?</b>
	<p>CONVERSATIONS WITH SHEILA SHANMUGAM - CEO, MINDSHARE GROUP MALAYSIA</p> <ul style="list-style-type: none"> <li>• No marketer is an island</li> <li>• Hyper Personalisation</li> <li>• 5 key lessons my clients have taught me</li> </ul> <p>(10 MINS AUDIENCE Q&amp;A SESSION)</p>
04:45 PM	<b>ARE THERE BLOOD CLOTS IN YOUR CUSTOMER JOURNEY?</b>
	<p>BY NICHOLAS SAGAU - CHIEF OPERATING OFFICER, REV MEDIA GROUP (RMG)</p> <ul style="list-style-type: none"> <li>• Why marketers are re-looking at their data points?</li> <li>• Is niche the new mass?</li> <li>• Is digital a misfit when it comes to personalisation?</li> <li>• Based on the RMG story, will transformation ever be complete?</li> <li>• If someone spent RM100 million on your platforms next month, what'll be your media plan, without the discount?</li> <li>• Is the absence of a single media currency affecting your business?</li> <li>• How has the GE15 experience sharpened your marketing solutions for advertisers?</li> </ul> <p>(10 MINS AUDIENCE Q&amp;A SESSION)</p>
05:30 PM	<b>END OF CONFERENCE</b>

# Marketing Madness



## REGISTRATION FORM

APPROVED HRD CORP  
TRAINING PROGRAM  
NO 10001261358

### MALAYSIAN CMO CONFERENCE 2023

date/time:  
10<sup>th</sup> February 2023  
8.30am to 10pm

admission fee:  
Conference  
RM 1650  
+ 6% SST per pax

venue  
Sime Darby Convention  
Centre  
1A, Jalan Bukit Kiara 1,  
60000 Kuala Lumpur Malaysia  
Tel : (+603) 2089 3688  
Fax : (+603) 2089 3699



#### CHEQUE MADE PAYABLE TO:

**SLEDGEHAMMER  
COMMUNICATIONS (M)  
SDN BHD** 289967-W

22B, Jalan Tun Mohd Fuad 1,  
Taman Tun Dr. Ismail,  
60000 Kuala Lumpur,  
Malaysia

Bank Transfer to  
RHB Bank Berhad

**2-14389-000-10505**

Swift Code: RHBBMYKL

#### FOR ENQUIRIES:

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### CONTACT INFORMATION

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EMAIL : \_\_\_\_\_  
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### PARTICIPANT DETAILS

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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 Employer is to apply HRDF training grant through e-Tris portal under SBL KHAS.
- Workshop registration is confirmed upon receipt of HRD Corp notification on training grant approval
- 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.

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