

"AI" redirects here. For other uses, see AI (disambiguation), Artificial intelligence (disambiguation), and Intelligent agent.  
Part of a series on Artificial intelligence  
Artificial intelligence (AI), in its broadest sense, is intelligence exhibited by machines, particularly computer systems, as opposed to the natural intelligence of living beings. As a field of research in computer science focusing on the automation of intelligent behavior through machine learning, it develops and studies methods and software which enable machines to perceive their environment and take actions that maximize their chances of achieving defined goals, with the aim of performing tasks typically associated with human intelligence. Such machines may be called AIs.

AI technology is widely used throughout industry, government, and science. Some high-profile applications include advanced web search engines (e.g., Google Search); recommendation systems (used by YouTube, Amazon, and Netflix); interacting via human speech (e.g., Google Assistant, Siri, and Alexa); autonomous vehicles (e.g., Waymo); generative and creative tools (e.g., ChatGPT and AI art); and superhuman play and analysis in strategy games (e.g., chess and Go).[1] However, many AI applications are not perceived as AI: "A lot of cutting edge AI has filtered into general applications, often without being called AI because once something becomes useful enough and common enough it's not labeled AI anymore." [2][3]

Alan Turing was the first person to conduct substantial research in the field that he called machine intelligence. [4] Artificial intelligence was founded as an academic discipline in 1956.[5] The field went through multiple cycles of optimism,[6][7] followed by periods of disappointment and loss of funding, known as AI winter.[8] [9] Funding and interest vastly increased after 2012 when deep learning surpassed all previous AI techniques,[10] and after 2017 with the transformer architecture.[11] This led to the AI boom of the early 2020s, with companies, universities, and laboratories overwhelmingly based in the United States pioneering significant advances in artificial intelligence.[12]

The growing use of artificial intelligence in the 21st century is influencing a societal and economic shift towards increased automation, data-driven decision-making, and the integration of AI systems into various economic sectors and areas of life, impacting job markets, healthcare, government, industry, and education. This raises questions about the long-term effects, ethical implications, and risks of AI, prompting discussions about regulatory policies to ensure the safety and benefits of the technology.

The various sub-fields of AI research are centered around particular goals and the use of particular tools. The traditional goals of AI research include reasoning, knowledge representation, planning, learning, natural language processing, perception, and support for robotics. [a] General intelligence—the ability to complete any task performable by a human on an at least equal level—is among the field's long-term goals.[13]

To reach these goals, AI researchers have adapted and integrated a wide range of techniques, including search and mathematical optimization, formal logic, artificial neural networks, and methods based on statistics, operations research, and economics.[b] AI also draws upon psychology, linguistics, philosophy, neuroscience, and other fields. [14]

Goals  
The general problem of simulating (or creating) intelligence has been broken into sub-problems. These consist of particular traits or capabilities that an intelligent system to display. The most attention received the most attention in the scope of AI research.[a]

Reasoning and problem solving  
Early researchers developed algorithms that imitated step-by-step reasoning that humans use when they solve puzzles

# Marketing Conference & Festival 2024

NEXT STOP: AI

MAY 15 & 16

S D C C

WITH AI,  
ALBERT  
EINSTEIN  
WOULD NOT  
HAVE BEEN  
BALD



APPROVED HRD CORP  
TRAINING PROGRAM  
NO 10001402134



# WITH AI, COULD LEONARDO HAVE PAINTED A BETTER SMILE?

## ONE THING IF FOR SURE, AI ALLOWS PERSONALISATION ON STEROIDS.

Scientists say AI is the future in the marketing and media industry, and doing business and marketing without AI will become impossible.

The use AI in the formation of marketing strategies (segmentation, targeting, and positioning), research (data collection, market analysis, customer understanding), and campaigns (standardisation, personalisation, relationalisation)

is staggering. Scientists emphasise that the ability of artificial intelligence to perform analysis that is inaccessible to human thinking is one of its most revolutionary capabilities.

Learning and discovering the possibilities of AI is not the responsibility of the IT department anymore.

It is the new remit for marketing, advertising and media professionals whether they like or not.

**Artificial intelligence or AI refers to the ability of machines to copy functions that are mainly associated with humans, such as learning, analyzing information, drawing conclusions, making decisions, and others.**

**Companies use different variants of such applications, for example, for automated customer service, marketing process automation, automated sales, predictive analytics, etc.**

**Artificial Intelligence is the new and inevitable pervasive technology that will revolutionise marketing and processes that go beyond today's benchmarks. ChatGPT, DALL-E, Midjourney are only the beginning of this wave to empower, optimise and collaborate in new ways.**

**Whether it replace jobs, endanger our lives and social systems, it is still too early to tell. AI-powered marketing cloud that leverages advanced artificial intelligence and trillions of consumer signals make it easier for marketers to acquire, grow, and retain customers more efficiently.**

**This event can be the beginning of your journey into AI, which will change so fast all you need to do is keep an open mind in order to thrive and grow.**

**Did you say what's next? Neuromarketing**



# KEYNOTE SPEAKERS



## Lucio Ribeiro

is the Director of digital Marketing and Innovation at Seven Networks, Australia's number-one broadcaster. HE is also a tech columnist at Forbes. A pioneer in artificial intelligence applied to marketing and advertising, Lucio is one of Australia's most respected, awarded, and innovative digital executives.

Having been elected one of the most influential online marketers in the world by Marketing Today, he is an MIT graduate in artificial intelligence, former Director of Technology and Innovation at Optus, and the co-founder of the digital agency Online Circle Digital, which he sold in 2019. He is also a scholar of The Marketing Academy and has lectured on digital marketing and AI at RMIT University and Deakin University.

## Farrokh Madon

Chief Creative Officer APAC at Merkle B2B

In a career spanning Singapore, Amsterdam and India, Farrokh has garnered over 200 prestigious advertising awards. He has won Cannes Lions, a highly coveted D&AD Silver Nomination and the only Grand Prix in the history of the Effie Awards in Singapore.

Work done on his watch has featured on CNN's Anderson Cooper show & FOX TV in America. Farrokh is also a winner of the Creative Director Of The Year Award given by the Institute of Advertising Singapore, at its Hall Of Fame Awards. Farrokh has also written a novel. It briefly sat on the Top Sellers shelf of bookstores in Singapore.



## Khairy Jamaluddin

Former Minister of Health, Malaysia

Khairy Jamaluddin or KJ, served as Minister of Health in the Barisan Nasional (BN) administration under former Prime Minister Ismail Sabri Yaakob from August 2021 to November 2022. Alongside being a radio presenter for Hot FM, he hosts Keluar Sekejap with Shahril Hamdan, a podcast in which they discuss Malaysian politics and current affairs with a variety of guests.

KJ will share his take on how Malaysian media can embrace AI for the future, plus some juicy stuff never heard before.

## Jia Wen Chuah

Head of Industry for CPG, Retail & Agency, Google Malaysia

Jia Wen is a digital and branding strategist with a passion for harnessing technology and media to empower brands. As the Head of Industry (CPG, Retail & Agency) and Malaysia Site Lead at Google Malaysia, she leads the charge in crafting comprehensive digital strategies for brands.

Her expertise lies in helping them connect and engage with their target audiences online by leveraging Google's cutting-edge AI-powered solutions.



## Indhran Indhraseghar

Regional CEO, Robometric Inc.

Author of 2 books. Inventor of STORIFY, a positioning tool that has helped thousands of businesses transform their narratives into successful sales strategies. Invited to speak at Google Korea (covered by the Korean press). Featured interviews on TV5MONDE and BFM 98.9.

15+ years of experience driving consultative sales growth and leading high-performing global teams.



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66 FILMS,  
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THEN.



THE ADVERTISINGH SHOW

## THE ADVERTISINGH SHOW

A super charged hour featuring Malaysia's best marketers in rapid-fire 15-min sessions, dissecting their views and marketing plans on AI!



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



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



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



**Abdul Sani Abdul Murad**  
Group Chief Marketing Officer  
RHB Banking Group



# MARKETING CONFERENCE

15 MAY 2024

08:15

Registration & Coffee



09:00

**Welcome by Organising  
Chairman  
Prof Harmandar Singh**



09:15

**Keynote Speaker**

**Lucio Ribeiro - Director of  
Marketing Digital & Innovation  
Seven Network, Australia.**

A pioneer in the field of artificial intelligence applied to marketing and advertising, he has been called "one of Australia's most respected, awarded and innovative digital executives".

Having been elected one of the most influential online marketers in the world by Marketing Today, Lucio is an MIT graduate in artificial intelligence, former Optus Director of Technology and Innovation, and the co-founder of the digital agency Online Circle Digital, which he sold in 2019.

He is also a Forbes tech columnist and has lectured on digital marketing and AI at RMIT University and Deakin University.

10:00 - 12:00

**Festival Breakout Sessions - 1**

Multiple customized presentations and sharing at all booths. Get up close on what's the latest tech and developments propelling marketing today.

Each visit is a learning session. Get all your questions answered with our Booth Guide.

12:00 - 13:00

**The AdvertiSingh Show.**

Stylised in a TV show format, Organising Chairman Prof Harmandar Singh will interview our VIP guests about the state of AI in their business. They are all CMOs of the Year:



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



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



**Abdul Sani Abdul Murad** - Group Chief Marketing Officer, RHB Bank Berhad.

13:00 - 15:00

**Festival Breakout Sessions - 2**

Multiple customized presentations and sharing at all booths. Get up close on what's the latest tech and developments propelling marketing today.

Each visit is a learning session. Get all your questions answered with our Booth Guide.



15:00 - 16:00

**AI vs ADLAND**

**Farrokh Madon Chief Creative  
Officer APAC, Merkle B2B**

Will AI be the Grim Reaper of adland creativity?

Or will adland's creative force triumph over the hype of AI?

Farrokh Madon puts AI to the ultimate test by pitting it against some of adland's all-time greatest ads.

Can AI be more humorous than the Old Spice Man?  
Can AI elicit more emotion than a Petronas Ad?  
Can AI be more lip-smacking than the Mouldy Whopper?

It's time for the ultimate creative death match. Let the games begin.



16:00 - 1730

**Jia Wen Chuah - Head of  
Industry for CPG, Retail and  
Agency at Google Malaysia**

As economic uncertainty impacts consumer confidence, brands are challenged to navigate the ever-evolving complexities of today's consumers. Discover how brands can leverage AI and behavioral science to bridge the consumer confidence gap and unlock profitable growth.

*Food and beverages will be available throughout the day at the buffet stations.*

# MARKETING CONFERENCE

16 MAY 2024

08:15

Registration & Coffee

09:00

Welcome & Opening Remarks



09:15

**Embracing the Future: Media, Leadership and Technology in the age of AI.**

**Khairy Jamaluddin**

Khairy Jamaluddin or KJ, served as Minister of Health in the Barisan Nasional (BN) administration under former Prime Minister Ismail Sabri Yaakob from August 2021 to November 2022. Alongside being a radio presenter for Hot FM, he hosts Keluar Sekejap with Shahril Hamdan, a podcast in which they discuss Malaysian politics and current affairs with a variety of guests. KJ will share his take on how Malaysian media can embrace AI for the future, plus some juicy stuff never heard before.

10:00 - 12:00

**Festival Breakout Sessions - 4**

Multiple customized presentations and sharing at all booths. Get up close on what's the latest tech and developments propelling marketing today. Each visit is a learning session. Get all your questions answered with our Booth Guide.

12:00 - 13:00



**WHAT's NEXT?**

**Indhran Indhraseghar  
Regional CEO, Robometric Inc.**

Now that you have heard all the speakers and soaked in the event, what's next for you?

What will become better for you when you go back to the office?

How will your business dive into AI with the low hanging fruits first. All explained by AI pro, Prompt Engineer and Go-To-Market Strategist Indhran, who took less than an hour to write a book about it....

13:00 - 17:00

**Festival Breakout Sessions - 5**

Multiple customized presentations and sharing at all booths. Get up close on what's the latest tech and developments propelling marketing today. Each visit is a learning session. Get all your questions answered with our Booth Guide.



17:00 - 17:30

**The Ham Report Winners presentation – the Gold standard for agencies and marketers**

The Ham Report Rankings come from 6 shows APPIES, Dragons, d'Awards, Media Specialists Association Awards, Effie Malaysia and the Kancil Awards. Only Gold winners from these shows are counted. Campaigns that win multiple Gold in the same show, or in the six shows in

our rankings, are factored as ONE Gold win.

Gold winners in craft are not counted; this Report focuses on campaigns. Hence, agencies, campaigns and marketers are ranked. Leading Malaysian marketers helped develop the scoring algorithm based on which shows they consider the most prestigious and reflective of true marketing success.

See the all of winners, by downloading The Ham Report 2023 [here](#).

17:30 - 18:30

**After Party With Heineken**

*Food and beverages will be available throughout the day at the buffet stations.*

**MARKETING  
FESTIVAL**

Explore the many booths and the brands that are driving AI: discover, learn, mingle and network. Enjoy the customised presentations that will deep dive into the possibilities of AI for you and your brands.

**AI  
PLAYROOM**

Make this your SandBox as you explore all these AI tools and the wonders they can do for you, across six areas:

DESIGN & BRANDING

CONTENT CREATION

SOCIAL MEDIA & ADS

PREDICTIVE ANALYSIS

PERSONALISATION

CONTENT MARKETING







NEXT STOP: AI

MAY 15 & 16

S D C C

# REGISTRATION FORM

APPROVED HRD CORP  
TRAINING PROGRAM  
NO 10001402134

## MARKETING CONFERENCE & FESTIVAL 2024

date/time:

15th-16th May 2024

8.00am to 6.30pm

admission fee:

Conference

RM 3000

+ 8% 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



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## PARTICIPANT DETAILS

NAME : \_\_\_\_\_  
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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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