

# MALAYSIAN MEDIA CONFERENCE 2022



 **RESET**  **RECHARGE**  **RECONNECT**

24 AUGUST 2022 | EASTIN HOTEL PETALING JAYA





RESET RECHARGE RECONNECT

# ABOUT MALAYSIAN MEDIA CONFERENCE (MMC) 2022

**The Malaysian Media Conference (MMC) is a proven landmark event for all media and marketing professionals to get everyone on the same page one day in the year.**

**Over the years, we have tackled various timely topics and issues, ranging from media and marketing challenges in online, digital, mobile platforms, along with discussions on issues like media consolidation, best practices and industry debates featuring leading icons from the local, regional, and global markets.**

**Unlike any other year, 2022 bears tremendous significance for stakeholders of the industry, requiring them to gather and assist each other to bounce back from the unparalleled challenges we've been smacked in the face with.**

**By hosting the grand gathering we've all been longing for, the 16th Malaysian Media Conference 2022 is officially initiating Reset, Recharge, Reconnect.**

**Though we have been left vulnerable by the pandemic, this year we have a unique window of opportunity to shape the recovery of our industry.**

**MMC 2022 will offer insights from experts to help inspire the media and marketing industries to determine the future state of Malaysia's communication landscape.**





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## **RESET**

It goes without saying that the ways in which the media and marketing industries used to operate has been changed forever since the pandemic, along with the ways in which consumers behave.

MMC 2022 will Reset the way in which our industries operate, and help pivot mindsets to understand and operate along with the changes that are yet to appear.

## **RECHARGE**

The surge in technological advancements is a marvel, and MMC 2022 will feature experts presenting cutting-edge tech solutions for our industries, discussing the various aspects of their use and ways forward - exactly the kind of Recharge that's been needed for a while.

Not to mention the event itself will recharge the participants in their drive for excellence.

## **RECONNECT**

MMC 2022 will Reconnect the major disconnect between media agencies and their clients brought forth by Covid-19 through networking and panel discussions.





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## WHO SHOULD ATTEND

**Now in its sixteenth year, the Malaysian Media Conference has become a landmark event for all serious marketers, media and creative 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 universe.**

**Every creative, media and marketing professional who is determined to navigate the complex media landscape. Any leader or future leader looking for an avenue to be inspired by other players in their industry, learn from their thought process and connect with peers of the same wavelength.**

**Beyond that, and perhaps most importantly, it is an avenue for exposure while being challenged by other perspectives.**

**You should attend MMC 2020 if you want to walk-out at the end of this one-day gathering with more ideas and tools for execution than you had before; to bring back to your team and clients.**

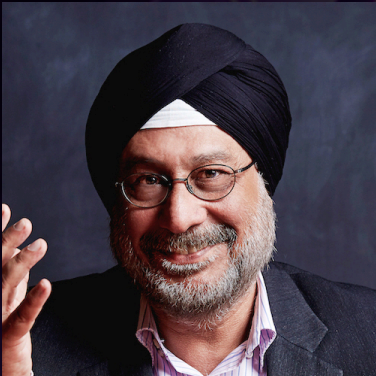
**This applies to heads of marketing companies, agencies, media specialists and owners plus new players who want to get a head start in the game. MNCs and GLCS, SMEs and SMIs will also benefit from this one-day programme in terms of content and networking with high profile industry practitioners.**





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## SPEAKERS



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



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



**Kenny Ong**  
Chief Executive Officer  
Astro Radio, Rocketfuel & Astro  
Media Solutions



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



**Weldon Fung**  
Social Solutions Lead, SEA  
Meltwater



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



**Jane Lattimore**  
Regional Service Line Leader (APAC)  
Market Strategy & Understanding  
IPSOS



**Christopher Ng**  
Group CEO  
Trinity42 (FKA Panpages Trinity)





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## MODERATORS + PANELISTS



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



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



**Abhishek Bhattacarjee**  
Managing Director  
Publicis Media



**Kiron Kesav**  
Chief Strategy Officer  
OMG



**Maareesh Starling**  
CEO  
RedBerry Sdn Bhd  
President - OAAM



**Mahek Shah**  
Head, Account Management  
AirAsia Media Group | AirAsia Ads



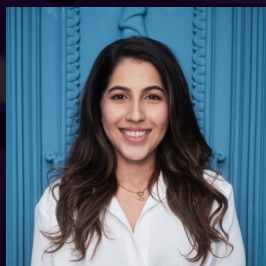
**Zalman Zainal**  
Chief Marketing Officer  
Hong Leong Bank



**Chen Chow**  
Co Founder  
Fave



**Bernard Chong**  
Marketing Director  
FoodPanda



**Marisha Lakhiani**  
VP Marketing  
MindValley



**Chayenne Tan**  
Director - Performance Marketing  
CIMB





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## PROGRAMME

- 8:30 AM** Delegates Registration
- 9:00 AM** Welcome Speech by Prof. Harmandar Singh  
MARKETING Magazine
- 9:15 AM** Keynote Presentation  
Sheila Shanmugam  
CEO - Mindshare Group Malaysia
- 10:00 AM** Coffee Break & Networking
- 10:30 AM** The Rise of The Creator Economy - How Is It Shaping Consumer Behavior  
Weldon Fung  
Social Solutions Lead, SEA - Meltwater
- 11:15 AM** Programmatic DOOH Steps Into The Mainstream
- Moderator:**  
Srikanth Ramachandran  
Founder & Group CEO, Moving Walls
- Panel Members:**  
Kiron Kesav - Chief Strategy Officer, OMG  
Mahek Shah - Head, Account Management (AirAsia Media Group | AirAsia Ads)  
Maaresh Starling - Chief Executive Officer, Redberry Sdn. Bhd, President, OAA  
Abhishek Bhattacharjee - Managing Director, Publicis Media
- 12:00 PM** Creating High Impact Personalised CX Strategies for Customer Engagement and Retention
- Moderator:**  
Shashankh Bhatt - Netcore Solutions
- Panel Members:**  
Zalman Zainal - CMO, Hong Leong Bank  
Chen Chow - Co Founder, Fave  
Bernard Chong - Marketing Director, Food Panda  
Marisha Lakhiani - VP Marketing, Mindvalley  
Chayenne Tan - Director, Performance Marketing, CIMB





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## PROGRAMME

12:45 PM	Lunch Break
2:00 PM	<b>The Art of Being Stupid</b> Stanley Clement CEO - Mediabrands Content Studio
2:45 PM	<b>Maneuvering Through A Crowded Media Landscape</b> Kenny Ong CEO - Astro Radio, Rocketfuel & Astro Media Solutions
3:15 PM	Coffee Break & Networking
3:45 PM	<b>Recharging The Local Media Economy and Landscape</b> Nicholas Sagau - COO, REV Media Group
4:15 PM	<b>The Omnichannel Latest Trends In Asia</b> Jane Lattimore - Regional Service Line Leader (APAC), Market Strategy & Understanding IPSOS
5:00PM	<b>Next-Level Digital Marketing In The Endemic Phase: What To Expect?</b> Christopher Ng - Group CEO, Trinity42 (FKA Panpages Trinity)
6:00 PM	End of Conference





# REGISTRATION FORM

APPROVED HRD CORP  
TRAINING PROGRAM  
NO 10001222905



## MALAYSIAN MEDIA CONFERENCE (MMC) 2022

### DATE

24th August 2022

### TIME

8:30am - 6:00pm

### ADMISSION FEE

RM1,650.00 + 6% SST  
per person



### 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:

**CONTACT RUBY**

**+603-7726 2588 or**

**[ruby@adoimagazine.com](mailto:ruby@adoimagazine.com)**

ORGANISED BY

**MARKETING** ZEITGEIST

## CONTACT INFORMATION

NAME : \_\_\_\_\_  
DESIGNATION : \_\_\_\_\_  
ORGANISATION : \_\_\_\_\_  
CONTACT NUMBER : \_\_\_\_\_  
EMAIL : \_\_\_\_\_  
ADDRESS : \_\_\_\_\_  
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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.

