

THE TURNING POINT



20th Malaysian Media Conference



<https://marketingmagazine.com.my/mmc2024/>

DATE

25.10
2024

TIME

08.30am
06.00pm

VENUE

Eastin
Hotel



APPROVED HRD CORP
TRAINING PROGRAM
10001466491

ABOUT

We've optimised to the fullest, providing advertisers with abundant choices across technology, platforms, data-driven marketing, CTV, OTT, DOOH, influencer marketing, retail, etc.

Media specialists have diversified, but with more options comes the challenge of maintaining income growth. The industry is expanding, but revenue isn't keeping pace.

Now, we're at a TURNING POINT: time to explore and harness new sustainable revenue streams. While GroupM forecasts a 7.8% global ad revenue growth in 2024, challenges like antitrust regulation, AI and copyright issues, and platform bans persist.

Collaboration is key: partnerships that thrive on synergy, shared values, and aligned goals are becoming increasingly essential.

Hence, the Malaysian Media Conference, in its 20th year, has assembled the partners and players under one roof on October 25 for a day of learning, sharing, and exploring.



CONFERENCE SCHEDULE

08.30 AM | REGISTRATION

09.00 AM | WELCOME REMARKS

PROF. HARMANDAR SINGH AKA HAM - MARKETING MAGAZINE

09.15 AM | OPENING KEYNOTE: THE TURNING POINT!*

CLAUDIAN NAVIN STANISLAUS - PRESIDENT, MALAYSIAN ADVERTISERS ASSOCIATION (MAA)

Navin takes an overdue step back and looks at the state of our amazing industry as someone who has led the creation of global brands and challenged the norms of marketing. We are at the Turning Point of digital, data, measurement, governance and AI like never before. Navin brings an expanded perspective on what's happening, what's going to happen and what should not happen in our industry. He opens the conference with a road map for all players and in his unassuming style paints an inspiring look at the industry, through the lens of marketers and consumers alike.

10.00 AM | COFFEE BREAK / NETWORKING

10.30 AM | SPOTLIGHT SESSIONS

These are the trademark 15-mins Q&A sessions with a star speaker at our Conferences, spotlighting industry leaders with direct questions from MARKETING magazine and the audience (via Slido). Random questions will be posed in a rapid-fire format to individual speakers, who will be bathed in one powerful spot light against the darkness of the hall. Delegates are advised to keep their note pads ready, as this banter is both fleeting and fascinating.

SPOTLIGHT SPEAKER 1

DARREN YUEN - CEO, INITIATIVE MALAYSIA

SPOTLIGHT SPEAKER 2

NIZWANI SHAHAR - CEO, HAVAS MALAYSIA

SPOTLIGHT SPEAKER 3

RAJA JASTINA ADLINA RAJA ARSHAD - VICE PRESIDENT, ASTRO SHAW AND NUSANTARA

SPOTLIGHT SPEAKER 4

NISHA DEVINA ROY - MANAGING DIRECTOR, M&C SAATCHI MALAYSIA

The 74% Malaysian digital adex question. Is the consumer still in charge when machines are the interface between brand and customer? As Martech stacks up the odds in favour of technology, is enhanced reality the new reality? How important is creativity is key to brand success?

12.00 AM | BEYOND THE ALGORITHM: AI, EMPATHY, AND THE FUTURE OF MARKETING INTEGRATION

SUE-ANNE LIM - CEO, UNIVERSAL MCCANN MALAYSIA

In this session, "Beyond the Algorithm: AI, Empathy, and the Future of Marketing Integration," we'll dive into how AI is evolving from merely predicting customer behavior to understanding their emotions. This shift—from intent-based targeting to emotionally-driven personalization—opens up a whole new world of possibilities for marketers. But with these opportunities come big ethical questions. How do we harness this power responsibly? Join us as we explore how conversational AI can transform campaign integration, build deeper trust, and create more meaningful connections with consumers in today's fast-changing digital landscape.

12.30 PM | LUNCH BREAK / NETWORKING

01.30 PM | FUTURE OF MEDIA OR DIGITAL?

EILEEN OOI - PRESIDENT MALAYSIAN DIGITAL ASSOCIATION (MDA)

In today's world, digital acceleration has overtaken all media channels. Is future of marketing media led or truly only digital led? Biggest disruptions and media spends growth driven by digital and technologies. Agility, disruptions, AI, technological advancements constant verbatims in everyday marketing meetings. Find out the biggest emerging trend in the next few years, and what are the impact to media and marketing. Will digital truly overtake and leave no more room for offline media channels?

02.00 PM | PITCH PLAY

A series of eye-opening sessions to update you on some of the exciting things happening in advertising media

SHEREEN WONG - CHIEF GROWTH OFFICER, XAMBLE

NARAYAN MURTHY IVATURI - HEAD OF ADTECH BUSINESS (INSEA), MOVING WALLS GROUP

03.00 PM | COFFEE BREAK / NETWORKING

03.30 PM | THE FUTURE OF ADVERTISING IS ATTENTION-FIRST. BUT ARE YOU READY

MAAZ A. KHAN - GENERAL MANAGER | TEAM LEAD (NESTLÉ MY) MINDSHARE GROUP

In today's cluttered media landscape, capturing consumer attention is more crucial than ever. The world is saturated with content, and attention is the ultimate commodity. Let's discover the evolution of attention measurement, from a nascent concept to a vital metric, and how brands can leverage this understanding to create more effective and engaging campaigns. But are we prepared for the future of attention-first advertising?

04.00 PM | APPIES MALAYSIA 2024 TOP WINNING MEDIA CAMPAIGNS

An exclusive video presentation of the Gold winning campaigns

- **Best in Customer Experience award** was given to the "World's First Regional Virtual to Reality PUBG Tournament," a campaign by Mountain Dew and Etika Sdn Bhd, supported by Ampersand Advisory, which drove record sales and created two world records.
- **Best in Non-Food FMCG award** went to the "Durex Academy" by Durex Malaysia, a project by Reckitt Benckiser, with Fishermen Integrated as their agency.
- **Best in Innovation**, McDonald's Malaysia took the award for "Vibe Kopi Susu," a campaign by Gerbang Alaf Restaurants Sdn Bhd and Leo Burnett Malaysia.
- **Best in Govt/NGO category**, the "#JANGANKENASCAM" campaign by the Association of Banks Malaysia (ABM), executed by M&C Saatchi, took top honors.
- **Best in AI award** was won by Media Prima Audio for creating "Malaysia's First A.I Radio DJ" for Fly FM.
- **Best in Festive category**, the campaign "Aiken's CNY Glow-Up: A Stephen Chow-Inspired Whitening Celebration" by Wipro UnzaMalaysia, with Mediabrands Content Studio & PHD Media Malaysia, secured the award.
- **Best in Social award** was given to Resorts World Genting for the "Resorts World Genting: A Destination Verified By Kids, For Kids" campaign, executed by Naga DDB Tribal.
- **Best in B2B category** was awarded to CelcomDigi for the "CelcomDigi MY5G Series" campaign, led by CelcomDigi Business with Naga DDB Tribal & M&C Saatchi as their partners.

04.30 PM | CLOSING KEYNOTE - "ONE FOR ALL, ALL FOR ONE"

RANGANATHAN SOMANATHAN - CEO & ADVISOR, MY & SG - INTERNATIONAL, PUBLICIS MEDIA

Ranga is a celebrated marketing and communication expert, with experience leading teams across Asia. Proven to grow business by enabling people to realise their potential with strategic guidance. Recognised as a trusted advisor by clients and media partners, he has nurtured strong relationships with leadership amongst Agency, Media and Advertiser ecosystems across APAC. He believes the power of One and All can blend peacefully in an industry disrupted by technology, talent (lack of) and treacherous margins.

05.00 PM | END OF CONFERENCE



PROF. HARMANDAR SINGH

Founder + CEO
MARKETING Magazine

Harmandar Singh, or better known as Ham, has been in marketing and brand communications for almost 30 years. He has created almost 400 commercials and won over 50 local and international creative awards. Ham has been a Creative Director for as long as he can remember.. Even after leaving advertising, he applies creativity every day in his life.



CLAUDIAN NAVIN STANISLAUS

President
Malaysian Advertisers Association
With over 25 years of experience in marketing communications, brand transformation, and media negotiation, seasoned strategist, innovator, and thought leader in the marketing industry across the ASEAN region.

Navin is a strong advocate for self-regulation in the region. He currently serves as a member of the Advertising Standards Advisory (ASA) of Malaysia.

He is also Vice Chairman of the Content Forum of Malaysia, a position he has held for two consecutive terms.



SUE-ANNE LIM

Chief Executive Officer
Universal McCann Malaysia

Sue-Anne Lim is the CEO of Universal McCann (UM) Malaysia, where she is committed to driving media innovation and supporting brands in their growth and digital transformation efforts.

With over 21 years of experience in business growth and brand strategy, Sue-Anne is known for her ability to guide both multinational corporations and local disruptors through meaningful and sustainable transformation.

Sue-Anne is a passionate advocate for the responsible and ethical use of data and artificial intelligence, ensuring that innovation is pursued with a commitment to a fair and equitable digital future.

She holds a Master of Science in Psychology, specializing in consumer insights, ethnographic research, and thematic analysis, and her thought leadership has been featured in publications like CAMPAIGN ASIA, WARC, and The Economist.

Sue-Anne remains dedicated to empowering brands, driving innovation, and fostering collaboration, always with a focus on purposeful and responsible leadership.

SPEAKERS + MODERATORS + PANELISTS



RANGANATHAN SOMANATHAN

CEO & Advisor,
MY & SG - International,
Publicis Media

Ranganathan is a marketing and communication expert, with experience leading teams across Asia. As a proven leader, he grows business by enabling people to realize their potential with strategic guidance and mentoring.

Recognised as a trusted advisor by clients and media partners, Ranga has nurtured strong relationships with leadership amongst Agency, Media, and Advertiser ecosystems across the APAC region.



SAILENDRA KANAGASUNDRAM

Founder & Managing Director
Visual Retale

Graduated with a Law Degree from the University of London, Sailendra Kanagasundram is equipped with more than 10 years of experience in the Malaysian retail media industry.

Prior to exploring and taking advantage of the wealth of opportunities within the advertising industry, Sailendra has marked his footprints in the insurance and banking industry.



EILEEN OOI

President
Malaysian Digital Association (MDA)

With almost 20 years in the advertising and media industry, Eileen's known for her challenger mentality and passion in raising next gen game changers in Malaysia.

Eileen is curious and passionate about all things media. Her bold perspective of the world, she spends her day advocating change leadership, raising media talents in Malaysia and creating new conventions. Eileen has won numerous awards and has been a finalist of APAC Women Leading Change.



NIZWANI SHAHAR

CEO
Havas Malaysia

Nizwani Shahar, with over a decade of experience at Ogilvy Malaysia, including four years as their CEO, has consistently demonstrated her remarkable ability to build strong brands and effectively integrate businesses and capabilities.

She is also a passionate advocate for diversity, equity, and inclusivity, having successfully driven profitability and talent retention.



RAJA JASTINA ADLINA RAJA ARSHAD

Vice President, Head of Astro Shaw & Malay Nusantara Business

Over her 13 years at Astro Shaw and Nusantara, Raja Jastina Adlina Raja Arshad has driven children's educational content and the Astro Go Beyond campaign, which encouraged posting positive acts online.

Today she spearheads the studio, which has produced six of the all-time top ten highest-grossing Malaysian films.



NISHA DEVINA ROY

Managing Director
M&C Saatchi Malaysia

At the helm of M&C Saatchi Malaysia since July 2022, Nisha Devina Roy is an indomitable leader who accelerates innovation by fearlessly crossing boundaries.

Her mantra of "reading beyond the obvious" has emboldened her team to defy conventions, unleashing a torrent of creative solutions that have yielded stellar results.

With 14 years of extensive experience spanning diverse industries such as telecommunications, banking, fast-moving consumer goods, and automotive, brings a wealth of knowledge to the table.



DARREN YUEN

CEO
Initiative Malaysia

Darren has spent 30 years in the business, starting with Carat, followed by Reprise Digital and BPN Worldwide.

He now runs Initiative Malaysia - a full service global media agency built to grow brands through culture. They have a name for it: Cultural Velocity



MAAZ A. KHAN

General Manager | Team Lead (Nestlé MY)
Mindshare Group

Maaz started his career in media 17 years ago and worked across geographies on various verticals such as FMCG, Automotive, F&B, Banking and Luxury. He has led media planning and operations for well-known advertisers like Nestlé, L'Oréal, Coca Cola, Nespresso, UBER, Adidas and Richemont.

He also has experience managing media investments at L'Oréal working on the client-side with additional remit for eCommerce acceleration. He was also awarded 'Planner of the Year' by Malaysia Media Specialists Association in 2022 for his innovative campaigns and outstanding client partnership. An IBM certified data science professional with good analytical and advertising tech stack domain knowledge.



SHEREEN WONG

Chief Growth Officer
Xamble

Shereen is a dynamic leader, renowned for her innovative thinking and strategic insights that have shaped the media advertising landscape. With over 20 years of experience, she has a unique ability to bridge the gap between creative vision and business objectives, driving impactful campaigns that resonate with audiences and deliver measurable results.

Her journey began in prestigious creative agencies, where she honed her skills in brand development and integrated marketing. As she transitioned to key roles with leading media organisations, including Astro, Media Prima, iProperty and Juwai-IQI, Shereen gained invaluable insights into the evolving media landscape, allowing her to craft strategies that leverage both traditional and digital platforms.

As Chief Marketing and Sales Officer at Media Mulia, she successfully launched the company during the pandemic, showcasing her resilience and innovative approach. Under her leadership, the business not only achieved profitability within its first year but also set new standards for audience engagement and brand storytelling.



NARAYAN MURTHY IVATURI

Head of Adtech Business - INSEA
Moving Walls Group

With over 20 years of experience in Advertising, Media Planning, Media Sales, Business Development, Mobile and Ecommerce I have worked in both start-up ecosystems and MNC companies.

With initial experience in client servicing on FMCG brands and then the digital bug bit. Worked on creating websites, shortcodes, Google SEM and display. I specialize in both brand and performance campaigns on digital in various categories like travel, classifieds, jobs and real estate. Executed big budget sponsorship projects in cricket and key tentpole events. Expert in mobile business from user acquisition strategies (APP Installs), retention and CRM on mobile. Also worked on VAS campaigns for telcos and large campaigns with mobile Rich Media executions for brands.

In the new technology role currently working on Beacons, Integrated Mobile Marketing strategies, connecting physical and digital world with technology innovations like Surfaces and Wearables.

Commerce has been an integral part of the journey in connecting the user journey to the logical goal of purchase and I work with our existing clients on enabling E-commerce for their brands including working with big e-retailers in the region.



THE TURNING POINT

REGISTRATION FORM

APPROVED HRD CORP TRAINING
PROGRAM
10001466491

DATE

25th October 2024

TIME

8.30 - 5.30 PM

VENUE

EASTIN HOTEL

Pusat Dagang, 13, Jalan 16/11,
Seksyen 16, 46350 Petaling
Jaya, Selangor Darul Ehsan

ADMISSION FEE

RM1,650.00 + 8% SST
per pax


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

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RHB Bank Berhad

2-14389-000-10505

Swift Code: RHBBMYKL

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ORGANISED BY



FOLLOW US


CONTACT PERSON INFORMATION

FULL NAME : _____
NRIC NUMBER : _____
DESIGNATION : _____
ORGANISATION : _____
CONTACT NUMBER : _____
EMAIL : _____
ADDRESS : _____

PARTICIPANT DETAIL

FULL NAME : _____
(AS PER IDENTITY CARD)
NRIC NUMBER : _____
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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 HRDC training grant through e-Tris portal under HRDC Claimable Courses (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.