

AUG 21



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B2B DIGITAL MARKETING CONFERENCE **2019**

by **Hando Sinisalu**

+603-7726 2588

ruby@adoimagazine.com / amira@adoimagazine.com



**B2B DIGITAL
MARKETING
CONFERENCE 2019**

CUSTOMER-CENTRIC B2B SALES & MARKETING

Step inside your customer's shoes.

Digital age has transformed the way B2B buyers research, navigate and most importantly – make purchase decisions. Sadly, most B2B companies are still stuck in their own personal silos, with little to no intent towards understanding customers' needs. In this hands-on workshop, Hando will analyse your company's digital presence as well as offer inspirational ideas from B2B brands, who have managed to produce content with real business results.

WHO SHOULD ATTEND?

Anyone with existing responsibility for developing digital advertising campaigns and looking to take their knowledge to the next level. Brand Managers, Marketing Managers, Digital Marketing Managers, Campaign Managers, Strategic Planners, Creative Professionals, Media Planners and Buyers.

NOT YOUR TRADITIONAL CONFERENCE

HOMEWORK

We start with understanding the needs of every participant. In order to identify needs, challenges and get an overview of your existing activities, Hando will contact you prior to the event in order to fine-tune the content and use relevant case examples.

CREATIVE BRAINSTORMING

During the interactive sessions, the delegates will brainstorm creative ideas for each other and sourcing from an extensive case study base, Hando will guide the group towards producing actionable marketing ideas.

FINALLY

You will leave with dozens of ideas on how to improve your B2B sales and marketing.



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HANDO SINISALU

CEO and Speaker

case.digital

(previously known as Best Marketing International)

Hando Sinisalu is a business journalist, conference producer and world traveler. He is the founder and CEO of case.digital (formerly known as Best Marketing International). Collecting and analysing digital marketing case studies is both his hobby and work. With presentations in 30+ countries, you could almost claim that Hando has travelled to the moon and back.

In the past, Hando has been a radio DJ, managed a newspaper company and an advertising agency. Today he writes about marketing to numerous publications and consults brands and media companies about digital marketing. He is the author of “The Best of Global Digital Marketing: Storybook 1” and “Storybook 2”. Hando has MA degree in Communications from Ohio University (USA).



AGENDA

08.30 AM

Registration

09.00 AM

Introduction

by Organising Chairman
Prof Harmandar Singh

09.15 AM

B2B Landscape

- Global B2B marketing trends
- Changing B2B customer behaviour B2B borrowing from B2C
- Setting realistic KPIs & what are the metrics that really matter
- Aligning sales and marketing (getting rid of organisational barriers)
- The concept of social selling

09.45 AM

Customer Journey

- Identifying your customers
- Customer journey: the starting point
- Analysing delegates' digital presence:

, , & usability

10.30 AM

Coffee Break

11.00 AM

Creating Content that Sells

- Which problems can you solve for your clients?
- Identifying the best content formats
- Priority to value, not format
- Sourcing for content ideas
- Creating content for brand awareness
- Creating content for generating leads
- Creating content for SEO

12.30 PM

Lunch Break

13.30 PM

Panel Discussion and Q&A

14.30 PM

Analysing the content marketing of participating companies

We'll take a closer look at the content you're putting out today and provide personal feedback.

15.30 PM

Coffee Break

16.00 PM

Award-winning B2B Marketing

Case study examples from all over the world!

The case studies will be from the following sectors:

- IT service providers
- Software companies
- Financial services
- Manufacturing
- Telecommunications
- Business consultancy services

For Example:

Obsession for Smoothness

by Double A & SPA-HAKUHODO (Japan)

Machine Conversations

by KONE & hasan and partners (Finland)

Finlandia by Forest Machines

by NESTE, PONSSE & Kurio (Finland)

Business Facelift

by Mastercard & McCann Worldgroup (Poland)

Paradise Found

by SAS & Cheil Worldwide (Germany)

And many more!



17.30 PM

Closed

Each delegate will walk away with **actionable content ideas**.

FOLLOW US





**B2B DIGITAL
MARKETING
CONFERENCE 2019**

REGISTRATION FORM

DATE

21 August 2019

VENUE

Ballroom
Sime Darby Convention Centre
1A, Jalan Bukit Kiara 1,
60000 Kuala Lumpur,
Malaysia

Tel : (+603) 2089 3688

TIME

8.30 AM - 5.30 PM

ADMISSION FEE

RM1,650 + 6% SST per pax
RM1,500 + 6% SST per pax
(for 5 pax & above)



CHEQUE MADE PAYABLE TO:

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Malaysia

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Swift Code: RHBBMYKL

CONTACT INFORMATION

NAME _____ DESIGNATION _____

ORGANISATION _____

CONTACT NUMBER _____ EMAIL _____

POSTAL ADDRESS _____

PARTICIPANT/S DETAILS

NAME _____ DESIGNATION _____

CONTACT NUMBER _____ EMAIL _____

NAME _____ DESIGNATION _____

CONTACT NUMBER _____ EMAIL _____

NAME _____ DESIGNATION _____

CONTACT NUMBER _____ EMAIL _____

NAME _____ DESIGNATION _____

CONTACT NUMBER _____ EMAIL _____

NAME _____ DESIGNATION _____

CONTACT NUMBER _____ EMAIL _____

Registration & Payment

- 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.

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

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

FOR ENQUIRIES:

CONTACT +603-7726 2588

amira@adoimagazine.com / ruby@adoimagazine.com

ORGANISED BY

MARKETING ZEITGEIST™