

MONDAY 3RD DECEMBER 2018

CHAMBER

FLINT SKALLEN

9AM - 5PM

REGISTRATION OPENS

9:50AM -
10AM

**CONFERENCE CO-CHAIRS
WELCOME SPEECH**

Fion Yeo, FOX Networks Group Asia &
Calvin Bong, Singtel TV

10AM - 11AM

LET'S GET LUCKY
by Tad Carpenter

11AM - 11:30AM

NETWORKING TEA BREAK

11:30AM -
12:10PM

**FORGET BRAND EXPERIENCES,
BUILD BRAND MEMORIES**
by Katie Ewer

(PANEL SESSION)

WATCH ME!

Moderated by Abhishek K Rao
Panelists: Harvinth Skin,
Johnathan Chua & Saffron Sharpe

12:10PM -
1:10PM

(PANEL SESSION)
GOING DIRECT - TO - CONSUMER
Moderated by Janine Stein

1:10PM - 2:10PM

NETWORKING LUNCH

2:10PM - 3PM

SHHH AI IS LISTENING
by Charlton Hill & Justin Shave

3PM - 4PM

**ONE SHOW ONE
HUNDRED PROMOS**
by Richard Holman

**THE LOGO IS DEAD -
LONG LIVE THE LOGO**
by Stefan Mueller & Martin Kett

4PM - 4:30PM

NETWORKING TEA BREAK

4:30PM -
5:15PM

WORLD GOLD
by Harry Teper

**OUR UNLIKELY JOURNEY
IN BUILDING A DIGITAL
MEDIA WORLD**
by Karl Mak

5:15PM -
6:15PM

**THE GIFT OF THEFT
FOR THIEVES LIKE US**
by Carl Ratcliff

END OF DAY ONE

TUESDAY 4TH DECEMBER 2018

CHAMBER

FLINT SKALLEN

9AM - 4PM

REGISTRATION

9:30AM -
10AM

(VIDEO SESSION FROM PROMAX US)
**14 TIPS TO BUILD POSITIVE
STORYTELLING COMMUNITIES**
by Sumaiya Omar & Yusuf Omar

10AM -
10:50AM

**THE FUTURE OF ADVERTISING
IS DIGITAL PLACEMAKING**
by Emile Rademeyer

10:50 - 11:20AM

NETWORKING TEA BREAK

11:20AM -
12:20PM

**THE CULT OF THE HANDMADE
IN THE DIGITAL AGE**
by Gemma O'Brien

**THE ART OF A
BEAUTIFUL PITCH**
by Richard Holman

12:20PM -
1:20PM

**EVERYTHING YOU'VE BEEN
TOLD ABOUT SOCIAL MEDIA
IS PROBABLY WRONG, SO...**
by Eduardo Meza & Ben Jackson

1:20 - 2:20PM

NETWORKING LUNCH

2:20PM -
3:20PM

SUBSTANCE ABUSE
by Rob Middleton

3:20PM -
4:10PM

LET THE TITLES PLAY
by Ana Criado

**THE POWER OF WHAT
TRUMPS THE POWER OF WHY**
by Carl Ratcliff

4:10PM -
5:00PM

THERE ARE NO TIGERS IN AFRICA
by Tim Horwood

5PM - 6PM

PRE AWARDS RECEPTION SPONSORED BY

turner

6:00PM -
7:20PM

**2018 PROMAX & BDA ASIA
AWARDS CEREMONY**

8PM - 10:30PM

POST AWARDS PARTY SPONSORED BY

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