



BRANDSUMMIT

19-21 April 2010- Indigo Pearl Hotel & Spa- Phuket- Thailand

Event Programme

Monday 19th April

9:00am - 6:00pm	Summit Registration Desk Open	
4:00pm - 6:00pm	iMedia " One Minute Match Up " - Sponsored by Akamai Technologies You will have just one minute to make an introduction, and 2 days to make a connection	
6:30pm - 8:00pm	Opening Cocktail Reception	Sponsored by
8:00pm - 9:30pm	Networking Dinner	Sponsored by
9:30pm - 10:30pm	After Dinner Networking	Sponsored by

Tuesday 20th April

7:30am - 9:00am	Brand Only Breakfast	Industry Breakfast for Sellers
	8:00am - 8:30am Presenting Sponsor - Nielsen	8:00am - 9:00am - Presenting Sponsor -
	8:30am - 9:00am Presenting Sponsor - Eyeblaster	
9:00am - 9:10am	Transition Networking Break	Sponsored by: RSCM International
9:10am - 9:20am	Welcome Remarks - Paul Beckley - Vice President Asia - iMedia Brand Summits	
9:20am - 10:20am	Opening Keynote - Digital Advertising with a purpose: Moving for experimentation to strategy <i>Christopher Madison, Director of Digital Strategy, Millward Brown</i>	
10:20am - 10:30am	Transition Networking Break	Sponsored by: RSCM International
10:30am - 11:30am	Insight Presentation - Earned, paid and owned media (tbc)	
11:30am - 12:15pm	Publishers Panel - The Hot Seat - Q & A Moderator: James Chadwick - CEO - GroupM - Julian Persuad- Managing Director- Google - Ken Mandel- Managing Director- Yahoo SEA - Mark Inkster- Managing Director- Microsoft Advertising SEA - Luke Bradley-Jones, Managing Director- BBC.com (tbc)	
12:15pm - 1:00pm	Luncheon/Networking	Sponsored by

1:00pm- 6:00pm	Recreational Activities	Sponsored by: comScore - Golf Bite Communications - Bowling Yahoo! - Beach Party
7:00pm - 8:30pm	Cocktails and Conversations	Sponsored by: Adify
8:30pm - 10:00pm	Networking Dinner	Sponsored by
10:00pm - 11:00pm	After Dinner Networking	Sponsored by

Wednesday 21th April

8:00am - 9:00am	Brand Only Breakfast	
	8:30am - 9:00am - The Ten Minute Innovation - Showcasing whats new 1. Foosti - Antony North - CEO 2. Effective Measure - Russell Conrad - Regional Director 3. Netbiscuits - Joerg Krahnert - MD, APAC	
	9:00am - 9:30am - Presenting Sponsor- Rockyou	
9:30am - 9:45am	Transition Networking Break	Sponsored by : RSCM International
9:45am - 9:55am	Opening Remarks - Paul Beckley - Vice President Asia - iMedia Brand Summits	
10:00am - 11:00am	Keynote - Branding + CRM + Digital = WOW Integrating Digital Marketing, Social Media and CRM to create the Toys R Us magic <i>Argha Sen, Head of Marketing and CRM, Toys R Us Asia</i>	
11:00am - 12:15pm	Roundtable Discussions - Keynote Room	
	Topic A - Managing brands online - what are the considerations for an effective engagement model?	
	Topic B - Earned, paid and owned media -how to reduce your reliance on Paid media and shift to owned and/or earned media	
	Topic C - Mobile Integration - Is the market ready? - How should Mobile work within a digital campaign?	
	Topic D - Experimental Marketing - Should we be budgeting to give creativity the rightful recognition?	
	Topic E - Bread and Butter of digital marketing - how to utilize essential online marketing tools optimize our marketing mix?	
12:15pm-1:00pm	Working Lunch	Sponsored by

1:00pm-2:30pm	Roundtable Discussions- Moderators' presentation and Topic Rotation- Keynote Room Second round of open discussions - your second choice from Topic A - E	
2:30pm - 3:40pm	The Ten Minute Innovation - Showcasing whats new A series of ten minute presentations on some of the latest ideas and innovations to shape and make digital marketing history 1:- AdMob - Christian Cadeo - Head of Brand Advertising APAC 2:- The Egg - Richard Mabey - Managing Director 3:- InMobi - Emmanuel Allix - Managing Director APAC 4:- Adify- Kevin Tan - Senior Vice President International 5:- Microsoft Advertising- Stephen Dolan - Director of Sales, Greater APAC 6:- DMS Group- Mathew Ward- Managing Director 7:- Pudding Media- Ruben Maislos- COO	
3:40pm - 3:55pm	Transition Networking Break	Sponsored by : RSCM International
3:55pm - 4:45pm	Keynote - Breaking New Ground - Why, How and Who should we be engaging for an effective Social Media Campaign? Brand Case Study - <i>Philippe Lamy, SVP, Luxury Product Division, L'oreal</i>	
5:00pm - 5:30pm	Brand Only Feedback Meeting	
6:30pm - 8:00pm	Cocktails and Conversations	Sponsored by
8:00pm - 9:30pm	Networking Dinner	Sponsored by:
9:30pm - 11:00pm	After Dinner Networking	Sponsored by