2-Day Conference on

DIGITAL BRANDING

Effective Strategies to Create a Customer-Centric Brand

Save SGD$300

If you pay by 10 Feb 2012

Additional 10% Discount for Groups of 3 or more!

12 – 13 March 2012, Sheraton Towers, Singapore | 15 – 16 March 2012, Regal Hongkong Hotel, Hong Kong

Learn Best Practices & Pitfalls to Avoid with Case Studies of & Insights from:

CN Cartoon Network · BASF The Chemical Company · JörgDietzelGroup · LEXIS BRANDING · BBDO proximity · eYeka · tns · Starcom MediaVest · Text100 · start jg

**Certain case studies will be specific to a single venue only.*

Also featuring case studies from the Fashion, Automobile, FMCG, Software, Mobile and F&B industries

Programme Highlights

Brand Building in Asia 2012	Analysis of current trends & top drivers shaping Asian consumer behaviour
Brand Experience	Designing holistic & compelling brand experiences to create leadership brands
Brand Loyalty	Social retention strategies for converting customers into loyalists
Social Co-Creation	Harnessing online platforms to drive user-generated innovation
Brand Reputation Management	Best practices for handling crisis communications on- and offline
Digital Brand Engagement	A dual proactive & reactive strategy to encourage participation & maximise interaction
Integration	Importance of leveraging on purpose and participation to integrate a fragmented brand approach
Cartoon Network's Rebranding	Rebuilding brand affinity with a fresh new look to connect with a digitally-savvy audience
Cross-Border Branding	Tips for gathering & distilling cross-border insights to design a local global brand
Measurement	Identifying KPIs & evaluating the effectiveness of digital branding initiatives

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Is Your Branding Strategy Still Effective In Today's Digital Age?

Before the advent of the social media age, brand communications used to be a one-way street. Now, new rules of engagement are needed as customer demands grow - brands need to listen to and engage with them. Discussions about brands occur on various digital platforms and digital chatter can make or break a brand as consumers turn to social channels to offer recommendations and air grievances. It is imperative that brands listen, connect and respond in a manner that protects and promotes their reputations and values. Marketers need to ensure that they establish a consistent brand identity online, across various channels in the digital space, to coherently drive the brand message across in a tone appropriate to each platform. An extensive branding strategy that seamlessly integrates online media with existing offline communications will ensure that companies stay relevant while nurturing an interactive relationship with customers to develop brand loyalty, even in this fickle digital age.

Can you convince customers to continuously invest their time and money into your brand?
Can you craft a distinctive brand experience that is consistent and appealing?
Can you determine the ROI of your online branding strategy and its effectiveness in converting consumers into loyalists?

Join us at this interactive 2-day conference on "Digital Branding" for insights on changing consumer trends and how these will affect your brand image and bottom line. Through in-depth case studies from **Cartoon Network, Coca-Cola, Lenovo, Kraft** and other global brands, gain tips on how to reinforce your brand strategy, positively project brand values that resonate with your target audience and obtain new followers while engaging existing ones. More importantly, protect and enhance your brand and its reputation in today's highly social age. Grab this opportunity to learn techniques to engage your customers in a sociable way to gain their emotional investment in your brand and improve your ROI!

Sign up now & be equipped with the skills to effectively enhance your brand in the digital space!

BENEFITS OF ATTENDING

- **Understand** latest developments in consumer behaviour in Asia to find innovative opportunities for branding
- **Align** your brand strategy with internal brand values to ensure consistency
- **Explore** the potentials of online communities in fostering brand loyalty in your customers
- **Learn** how brands like **Coca-Cola**, **Kraft** and **Lenovo** involved brand enthusiasts for sustained engagement and idea generation
- **Develop** pre- and post-crisis management protocols to protect your brand reputation
- **Segment** consumers and **synergise** multiple channels for more relevant engagement
- **Uncover** how **Cartoon Network** communicated its unchanging brand promise through its brand renewal strategy
- **Balance** traditional & digital media for a consistent consolidated brand approach
- **Avoid** potential pitfalls when integrating brand communications
- **Localise** your branding strategy while managing communication 'bleed' across borders
- **Measure** the returns of an integrated branding campaign

Specially Developed For:

Directors, CMOs, GMs,
Branding Professionals,
Digital Specialists and
Heads of Branding, Marketing,
Marketing Communications
and Corporate Communications
who are looking at leveraging on
Digital Media to enhance branding

DAY 1

12 March 2012, Monday, Singapore | 15 March 2012, Thursday, Hong Kong

8.15 Registration & Morning Coffee

9.00 Chairman's Welcome & Ice-Breaking Session

TRENDS & INSIGHTS

9.30 Building Your Brand in Asia: Asian Consumer Trends 2012 — JörgDietzelGroup

With case studies from the Fashion & Automobile industries

Case Studies

- Understanding Asian consumer needs & how to find innovative digital opportunities for branding
- Branding at a local business landscape to cater to local audiences
- Revelations about consumer behaviour during the financial crisis and branding's role in sustaining market share
- Re-learning branding fundamentals: what makes a good brand online and offline

Jörg Dietzel**, Founder & CEO, **Jörg Dietzel Brand Consultants Pte Ltd

10.30 Morning Refreshments & Networking Break

BRAND EXPERIENCE

11.00 Building a Compelling & Bold Brand Experience — LEXIS BRANDING

Case Studies

- Brand experience as an integral part of a successful brand-building strategy
- Process and approach to developing a compelling brand experience
- Aligning brand strategy with internal brand values
- Bold and innovative ways to create leadership brands (With case studies)

Jacqueline Thng**, CEO, **Lexis Branding LLP

12.00 Lunch & Networking Break

BRAND LOYALTY

1.30 Using Online Communities to Build an Intrinsic Brand Attachment — BBDO proximity

Singapore

Case Studies

- Critical considerations in developing an online community and how this helps in changing your customers' journeys with your brand
- Practical insights on how internal support is necessary to sustain your brand community
- Impressions, Sharing & Participation – different ways to engage your community members
- Potential pitfalls to avoid when using online brand communities
- Measuring the impact of your digital community: different metrics to determine the success of different activities

Singapore venue:** **Jermyn Toh**, Digital Planning Director, **BBDO/Proximity Singapore

To Register: (65) 6592 7355 (65) 6338 6702 joyce@conferences.com.sg

Hong Kong

Leveraging on Online Communities to Foster Brand Loyalty

Case Studies

- Critical considerations in developing a brand community
- Applicable tips on getting customers to share about their experiences and ideas online
- Key pitfalls to avoid when engaging online brand communities
- Measuring the impact of your loyal digital community in increasing customer retention rates

Hong Kong venue: ***Jonathan Cummings****, Managing Director,* ***StartJG Hong Kong***

SOCIAL CO-CREATION

2.30 **From User-Generated Content to User-Generated Innovation**

Case Studies

- Best practices in co-creation: Choosing the right audience, platform and format to engage for maximum results
- How Coca-Cola refreshed its brand platform and sent its first creative fans to the Cannes Lions
- Substantiating your brand promise worldwide: Case study of Lenovo
- Kraft's process of repositioning one of its best-selling brands through consumers' ideas
- How a leading FMCG brand designed the ideal shop for men by asking them for their suggestions

Joël Céré*, Insights & Innovation Solutions, Global Director,* ***eYeka***

3.30 **Afternoon Refreshments & Networking Break**

BRAND REPUTATION MANAGEMENT

4.00 **Safeguarding Reputations Online: BASF's Approach in Asia Pacific**

Case Study

- Causes of crises and how the online world interacts with the offline world
- Cultural variations in online crisis behaviour in Asia Pacific
- Developing a comprehensive crisis communications readiness policy and audit system to protect your reputation
- Best practices, do's and don't's for handling crisis and managing reputation on- and offline
- Challenges to crisis communications models arising from widespread online adoption

Genevieve Hilton*, Head of External Communications, Asia Pacific,* ***BASF***

5.00 **Chairman's Insights & Analysis of the Day's Proceedings**

5.10 **Close of Conference**

DAY 2

13 March 2012, Tuesday, Singapore | 16 March 2012, Friday, Hong Kong

9.00 **Chairman's Opening Remarks & Interactive Charge-Up Session**

DIGITAL BRAND ENGAGEMENT

9.30 **Everyone's Human: The Truth About Online Consumers**

Singapore

Hong Kong

- Practical insights on digital consumers and how to segment them for more relevant engagement
- Brand interaction – understanding the need for a dual proactive and reactive strategy on digital platforms
- Identifying the most appropriate and effective digital channel to engage your target audience
- Ways and means to connect with your customers at different touch points
- Common pitfalls when using digital media to engage your customers

Singapore venue: ***Henry Heywood****, Research Director,* ***TNS Singapore***

Hong Kong venue: ***Marc de Lange****, Director – Finance, Services and Technology Sectors,* ***TNS***

10.30 **Morning Refreshments & Networking Break**

INTEGRATED BRAND COMMUNICATIONS

11.00 **The Power of Purpose & Participation With case studies from the Beverage, Automobile & FMCG industries**

Extended session

Case Studies

- Highlighting the dangers of a fragmented approach to the brand – the need for seamless integration of traditional and digital platforms
- Building the foundation of all good digital work: brand purpose
- Integrating brand communications to encourage consumers to give time to your brand
- How brands with purpose and participation benefit, within the digital landscape and as an overall business
- Key learning points: The importance of purpose and participation in every brand campaign

Jeff Bradley*, Chief Operating Officer - China and Hong Kong,* ***Leo Burnett***

12.30 **Lunch & Networking Break**

REBRANDING

1.50 **Cartoon Network's Story of Brand Renewal & Revitalisation**

Case Study

- Transforming the brand – Cartoon Network's journey in creating a fresh new look that can connect with today's digitally-savvy kids
- "It's a Fun Thing!" – the art (and science) of communicating Cartoon Network's brand promise
- Building brand affinity with kids via innovative multiplatform content such as online applications and games
- Striking a balance between making Cartoon Network locally relevant but ensuring global consistency

Lucien Harrington*, Vice President, Branding and Communications,* ***Turner Broadcasting System Asia Pacific, Inc.***

CROSS-BORDER BRANDING

2.50 **Branding Without Borders With recent case studies from the Mobile & Software industries**

Case Studies

- Tips for gathering and distilling cross-border insights
- Key considerations in designing a local global brand
- Preparing for and managing communication 'bleed' across borders
- Strategies to maintain discrete communication threads regardless of national boundaries
- Leveraging on digital media for global branding

Mark Bowling*, Global Director, Human Experience Strategy,* ***Starcom MediaVest Group***

3.50 **Afternoon Refreshments & Networking Break**

MEASUREMENT

4.10 **Meaningful Brand Measurement: Turning Social Media Activity Into Business Outcome**

Singapore

Hong Kong

Case Study

- Understanding how digital has changed brand measurement
- Latest trends in measuring social media initiatives to gauge the effectiveness of digital branding programs
- A KPI-based measurement methodology (with examples from companies)
- Deep dive case study on how measurement analysis changed a Telecommunications company's branding approach
- Understanding big data and the future of measurement

Singapore venue: ***David Lian****, APAC Digital Lead,* ***Text 100***

Hong Kong venue: ***Jeremy Woolf****, Senior Vice President, Global Digital and Social Media Practice Lead,* ***Text 100***

5.10 **Chairman's Insights & Analysis of the Day's Proceedings**

5.20 **Close of Conference**

DIGITAL BRANDING

12 – 13 March 2012, Sheraton Towers, Singapore | 15 – 16 March 2012, Regal Hongkong Hotel, Hong Kong

5 Ways to Register or Enquire

(Please photocopy for more delegates)
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Contact Ms Joyce Yip via:

1. Tel : (65) 6592 7355
2. Fax : (65) 6338 6702
3. Email : joyce@conferences.com.sg
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Please register the following delegate(s) for the event

☐ 2-Day Conference: ○ 12 – 13 March 2012, Sheraton Towers, Singapore ○ 15 – 16 March 2012, Regal Hongkong Hotel, Hong Kong
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Approving Manager

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Conference Fee	Early Bird (Payment Before 10 Feb 12)	Regular (Payment After 10 Feb 12)
2-Day Conference	SS$1,895	SS$2,195

Important Note

1. For Singapore location, Singapore registered companies need to pay fee with additional 7% GST.
2. Only corporate registrations will be accepted.
3. **Group Discount:** Groups of **3** or more booking at the same time from the same company and of the same billing source will receive a **10%** discount off the total delegate fees.
4. **Early Bird Promotion: Fees will only be valid if payment is received by 10 Feb 2012, after which Regular fees will apply.**
5. **Full payment is mandatory upon registration for admission to the event.**
6. Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
7. Fee includes lunch, refreshments and e-documentation.
8. The organiser reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

Cancellations & Replacements

A replacement is welcome if you are unable to attend. A full refund less 10% administrative charge will be made for cancellation received in writing by **17 Feb 2012**. A 50% refund and a set of conference e-documentation will be given for cancellation received by **2 March 2012**. Regrettably, no refund can be made for cancellation received after **2 March 2012** or for "no show" participant. You will however receive a set of e-documentation.

Payment Methods

All payments to be made payable to **Pacific Conferences Pte Ltd** in **S$** and are nett of bank charges. **Bank charges are to be borne by registrants.**

Please tick and fill in the following:

☐ **Cheque / Bank Draft No.**
Please mail payment in S$ with registration form to
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☐ Overseas delegates may pay by **Telegraphic Transfer** to **Pacific Conferences Pte Ltd**
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Please fax confirmation of bank transfer to **Joyce Yip** at **(65) 6338 6702** quoting your **company's name, delegate's name and invoice number** on your fax and bank transfer.

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Conference Venue & Hotel Reservation

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Attn : Ms Shirley Wong
- Senior Business Development Manager

Regal Hongkong Hotel, Hong Kong
88 Yee Wo Street, Causeway Bay, Hong Kong
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Fax : (852) 2890 5073
Email : rhk.bqse@regalhotel.com
Attn : Ms Kenji Chow
- Catering Sales Manager

Hotel room reservation and hotel billing are to be made by delegates directly with the Hotel. To enjoy applicable corporate room rates, please quote "**Pacific Conferences Corporate Rate**." Hotel reservation and travel arrangements are the responsibility of the registrant.

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Please send me the brochures for the following conferences and workshops as ticked below. ☑ *(Please fill in contact details above and return via fax).*

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☐ Mobile Marketing in Indonesia, *Jakarta*
☐ Pharma Product & Brand Marketing in Asia 2012, *Singapore*
☐ Integrated Marketing & Communications for Higher Education Providers, *S'pore & Hong Kong*
☐ Best Practices for Corporate Counsel, *S'pore & Hong Kong*

March 2012
☐ Social Media & PR 2012 Conference, *S'pore & Hong Kong*
☐ Marketing Measurement, *Vietnam*

April 2012
☐ Social CRM Workshop, *S'pore & Hong Kong*

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