

PROGRAMME

PM

Lunch & Workshop Pre-Registration
(12:45 PM - 02:15 PM)

DAY 1

AM

Onsite Registration (7:00 AM)

Opening Address (8:30 AM - 8:40 AM)

- Janet Tan-Collis
President, Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS)

Plenaries @ Victoria Theatre Main Stage

- The Singapore Manifesto (08:40 AM - 08:50 AM)
- Oscar Cerezales
Organising Chair, SMF2018
- eSports - The Next Sports (08:50 AM - 09:10 AM)
- Frank Sliwka
COO, Electronic Sports League Asia
- The Future is Human Centric (09:10 AM - 09:30 AM)
- Epi Ludvik
Founder and CEO, Crowdsourcing Week
- The Creative Shift (9:30 AM - 9:50 AM)
- Maria Bourke
Brand Director - Asia Pacific, Steelcase

Breakouts I (10:00 AM - 11:00 AM)

- Product Centric vs People Centric Approaches to Marketing @ Chamber
- Nellie Wartoft
Digital Education Entrepreneur
- Rupen Desai
Vice Chairman for Asia-Pacific, Middle East & Africa, Edelman
- The Power of Place: How Spaces Drive Behaviour @ Play Den
- Jason Taper
Regional Vice President, Global Client Collaboration, Asia Pacific, Steelcase
- The New Role of a Marketer: MarTech (Marketing + Technology) @ Screening Room
- Manisha Seewal
Head of Marketing, Tokio Marine Insurance Singapore Ltd
- Crowdsourcing: Unlocking the Beast in Community Engagement @ Blue Room
- Epi Ludvik
Founder & CEO, Crowdsourcing Week
- Steve Armitage
General Manager - Destination, Auckland Tourism, Events and Economic Development (ATEED)

Coffee Break (11:00 AM - 11:45 AM)

Breakouts II (11:45 AM - 12:45 PM)

- Data as the New Currency: From Data to Insights @ Play Den
- Carlos Hernandez
Head Market Insights, GMEA, APAC, Abbott Labs
- Chan Wee Teck
Director, Integrated Engagement, Dorier
- How Blockchain is Impacting Marketing and Events Ecosystems @ Screening Room
- Juliano Lissoni
Co-founder of Blockchain REV Global
- Michael Chiay
Founder & CEO, MEETWIZE
- Value Creation vs Value Capture For Communities, Associations and Networks @ Blue Room
- Alessandro Cortese
CEO, European Society for Radiotherapy and Oncology
- Anna Ratala
Head, Slush Singapore
- Mary Casey
Senior Vice President Sales & Marketing, Maritz Travel
- Business Model Innovation @ Chamber
- Sherrif Karamat
President & CEO, Professional Convention Management Association (PCMA)
- Karen Bolinger
CEO, Melbourne Convention Bureau

NOTE: The programme is accurate as of print date and is subject to changes. Please use the Event App for the latest programme and room locations of the breakouts.

- Brand Storytelling: Build a Loyal Audience with Lessons from the Movie Industry @ Play Den
- Miguel Bernas
Board Member, Asia Content Marketing Association
- Neuromarketing Fundamentals @ Screening Room
- Gemma Calvert
Professor of Marketing, Nanyang Business School, NTU
- Exponential Growth @ Gallery II
- Jovan Rebolledo
AI Researcher @UTokyo
- Value Creation - Value Capture for Associations and Networks @ Living Room
- Alessandro Cortese
CEO, European Society for Radiotherapy and Oncology
- Designing Powerful Communities @ Chamber
- Fabian Pfortmüller
Founder & CEO, COMMUNITY
- Introduction to Restorative Innovation @ Blue Room
- Virginia Cha
Professor Entrepreneurship

Breakouts III (02:30 PM - 03:30 PM)

- Learning From Fast Growth Industries: The eSports Business Model @ Play Den
- Frank Sliwka
COO, Electronic Sports League Asia
- Allan Phang
AirAsia Allstars Engagement and Internal Branding, People and Culture, AirAsia (Group)
- MICE Innovation Challenge @ Chamber
- Melissa Ow
Acting Chief Executive, Singapore Tourism Board
- Session Facilitated by ISOBAR
- Transforming Your Organization @ Blue Room
- Gerald Mackenzie
Director: Innovation and Business Transformation, Credit Suisse
- Wendy Hogan
Marketing Strategy Director, Oracle
- Introduction to Restorative Innovation @ Screening Room
- Virginia Cha
Professor Entrepreneurship

Breakouts IV (03:45 PM - 4:45 PM)

- Staying Together: What Will Make Your Community Sticky @ Chamber
- Nellie Wartoft
Digital Education Entrepreneur
- Aaron Hung
Senior Director of Partnerships APAC, TripAdvisor
- Asian vs Western Consumers: A Neuromarketing Tale @ Screening Room
- Gemma Calvert
Professor of Marketing, Nanyang Business School, NTU
- Building a Committed and Passionate Digital Audience @ Living Room
- Vanessa LIMSINGH
Digital Engagement Specialist, WWF International
- Alvaro Quesada
Business Director, Tinkle International
- You Can't Start a Fire Without a Spark @ Blue Room
- Fermin Diez
Deputy CEO and Group Director, Human Capital Development Group, National Council of Social Services
- Rebecca Lim
Head, Our Better World, Singapore International Foundation

Plenaries @ Victoria Theatre Main Stage (05:00 PM - 06:00 PM)

- Dot Connection Exercise
- Oscar Cerezales
Organising Chair, SMF2018
- Why Everyone Should Care About Nature and How a Billion People Can Make a Difference in 2020
- Siddarth Das
Global Director, Digital Engagement (WWF)
- The Art of Creating Incompetence
- Mathias Posch
President & Chairman, International Conference Services (ICS) & International Association of Professional Congress Organisers (IAPCO)
- Fostering Human Interactivity
- Martin Enault
CEO, APAC, C2 International

Dinner @ OLA Beach Club (07:00 PM)

DAY 2

AM

Breakfast (07:45 AM - 08:30 AM)

Day 1 Highlights (08:45 AM - 08:50 AM)

Day 1 Recap (08:50 AM - 09:05 AM)

Plenaries @ Victoria Theatre Main Stage (09:05 AM - 09:35 AM)

- LaLiga: A Different Ball Game
- Martin Pond
Commercial Director - APAC
- MICE Business Model Innovation
- Sherrif Karamat
President & CEO, Professional Convention Management Association (PCMA)
- Curation Made in Singapore
- Dave Lim
TEDx Ambassador

Coffee Break (10:10 AM - 10:50 AM)

Breakouts V (10:50 AM - 11:50 AM)

- Friendly AI @ Gallery II
- Laurence Liew
Director, AI Industry Innovation, AI Singapore
- Inside the Mind of a Marketer @ Screening Room
- Keerthi Kumaravelu
Omnichannel Manager APAC, LEGO
- The Ball is Round: How Community of Fans Are Managed in the Sports Industry @ Play Den
- Ivan Codina
Managing Director, SEA, Australia, Japan and South Korea, La Liga
- Yee Chong Moon
Executive Director, Nielsen Media (Singapore) & Head of Nielsen Sports (Southeast Asia)
- Borko Kovacevic
Chief Marketing and Operating Officer, Microsoft Singapore
- Digital Talent @ Blue Room
- Sergio Salvador
APAC Digital Transformation Practice Lead, Egon Zehnder
- Stephen Ho
President - Greater China, Global Operations, Hyatt Hotels & Resorts
- The Future of Work: Strengthening Communities at the Workplace @ Living Room
- Samir Bedi
Partner, People Advisory Services, Ernst & Young
- Jia Yong Goh
Director, People Advisory Services, Ernst & Young
- Bold (Really Bold) Predictions in the MICE Industry @ Chamber
- Eric Mottard
Founding Partner & CEO, Grupo Eventoplus
- Kai Hattendorf
Managing Director/CEO, UFI the Global Association of the Exhibition Industry
- Aloysius Arlando
President Elect, Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS)
- Daniel McKinnon
Chairperson, International Association of Exhibitions & Events (IAEE)
- Sherrif Karamat
President & CEO, Professional Convention Management Association (PCMA)
- Rod Cameron
Executive Director, International Association of Convention Centres (AIPC)
- Mathias Posch
President, International Association of Professional Congress Organisers (IAPCO)

PM

Plenaries @ Victoria Theatre Main Stage (12:10 PM - 01:15 PM)

- Singapore Manifesto

- Future of Communities
- Fabian Pfortmüller
Founder & CEO, COMMUNITY

Closing