

# digital:works 2017

DIGITAL MARKETING CERTIFICATION PROGRAM



CREATIVE THINKING

**digital:works 2017**

7 - 9 SEPTEMBER 2017

CREATIVE THINKING

The image features a large circular seal with a black border. Inside the seal, the text "CREATIVE THINKING" is written in a curved path at the top and bottom, with a black star in the center. The background of the seal is a brownish-gold color. The seal is overlaid on a photograph of several people's hands and arms around a wooden table, using various digital devices like smartphones, tablets, and laptops.

7 - 9 SEPTEMBER 2017

**Omnicom**Group

**Centre for  
Marketing Excellence**

Lee Kong Chian  
School of Business

# digital:works 2017

## DIGITAL MARKETING CERTIFICATION PROGRAM

Digital:works 2017 is an intimate, content-rich, 2.5 day workshop, consisting of one real-life case study, relevant panel discussions and interactive sessions with industry leaders and academics from Singapore Management University.

Date: 7 – 9 September 2017  
Time: 9.00am – 5.30pm  
Venue: 81 Victoria Street, Singapore 188065  
Administration Building Executive Seminar Room 4.1  
Fee: \$2,500  
(Existing SkillsFuture Credit Scheme & PIC Scheme, ending 31 Dec 2017)

### WHO SHOULD ATTEND

Modern marketers looking to understand and navigate today's digital marketing landscape, for better targeted digital campaigns.

### Highlights

- An overview of the best practices, digital marketing tools and social media platforms
- Be on top of the changes in digital and social media marketing
- How to tailor make your marketing plan using different kinds of digital tools
- Client and agency panel from key companies such as Pfizer Consumer Singapore, SAP AP, Prudential and Citibank
- Helping brands connect in deeper ways with consumer using content marketing in all its varied forms

### Advantages of Attending Digital:works 2017:

- Delivery through a unique mix of interactive sessions, case discussions and workshop with an established client in the retail sector
- The programme gives attendees the opportunity to interact with like-minded people to share their thoughts, and learn more about the different techniques and strategies to improve digital marketing skills
- Gain insights and knowledge from experienced practitioners :
  - **Angela Hunter**, Executive Vice President and Chief Customer Officer, Prudential Assurance Company Private Limited Singapore
  - **Ben Israel**, General Manager, Proximity Singapore
  - **Damien Cummings**, CEO, Peoplewave
  - **Dan Paris**, Regional Managing Director, TBWA
  - **Dominic Koh**, Vice President, Head of Digital and Social Marketing, APAC Region, MasterCard Asia Pacific
  - **Erica Kerner**, VP, Marketing & Communications Asia Pacific, Tiffany & Co
  - **John Bailey**, Managing Director, Ketchum ICON Singapore
  - **Liam Winston**, Managing Partner, Mobile Now Group
  - **Lee Smith**, CEO Platforms, Omnicom Media Group
  - **Jon Chin**, Partner & Regional Client Director Asia Pacific, Ketchum
  - **Niamh Byrne**, Regional Head Customer Experience APAC and EMEA, Citibank
  - **Sandeep R. Chandukala**, Associate Professor of Marketing, Singapore Management University
  - **Tuomas Peltoniemi**, President Asia Pacific, TBWA\|DAN
  - **Mohammed Sirajuddeen**, Managing Director, Accenture Digital
  - **Wolfgang Kaller**, Managing Director, RAPP Asia-Pacific Japan

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## 2017 Syllabus

**Venue:** Singapore Management University  
81 Victoria Street Singapore 188065  
Executive Seminar Room 4.1 (Level 4)

### Day 1: Thursday, September 7

1. 9:00am – 9:15am
  - **Welcome**
2. 9:15am – 10:00am (45 min. presentation/Q&A)
  - **Rise Of The Machines (Dan Paris, Business Development Director APAC, TBWA)**
3. 10:00am – 11:30am (90 min. presentation/Q&A)
  - **Digital Analytics (Sandeep R. Chandukala, Associate Professor of Marketing, SMU)**

*Break 11:30am – 11:45am*

4. 11:45am – 12:30pm (45 min. presentation/Q&A)
  - **Tools for Digital Marketers (Tuomas Peltoniemi, President Asia Pacific, TBWA\|DAN)**

*Lunch 12:30pm – 1:30pm*

5. 1:30pm – 2:15pm (45 min. presentation/Q&A)
  - **Client Brief - Zalora Case**
6. 2:15pm – 3:00pm (45 min. presentation/Q&A)
  - **Digital Transformation (Wolfgang Kaller, Managing Director, RAPP APAC)**
7. 3:00pm – 3:45pm (45 min. presentation/Q&A)
  - **Best Practice in Crisis Communications in the digital age (John Bailey, Partner/Managing Director, Ketchum Singapore)**

*Break 3:45pm – 4:00pm*

8. 4:00pm – 5:00pm (60 min. panel discussion)
  - **Client & Agency Panel: Crowd sourced Topics**
    - Zarina Lam Stanford, Head of Marketing, SAP APJ;
    - JJ Huang, Head of Marketing, Pfizer Consumer Singapore;

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- Niamh Byrne, Regional Head Customer Experience APAC and EMEA, Citi;
- Angela Hunter, Chief Customer Office, Prudential Singapore;
- Erica Kerner, Vice President Marketing & Communications APJ, Tiffany
- Jasmin Hong, General Manager of Marketing, Haw Par Healthcare

## Day 2: Friday, September 8

1. 9:00am – 9:45am (45 min. presentation/Q&A)
  - **Topic TBD (Ben Israel, General Manager, Proximity Singapore)**
2. 9:45am – 10:30am (45 min. presentation/Q&A)
  - **Topic TBD (Liam Winston, Managing Partner, Mobile Now Group)**
3. 10:30am – 11:15am (45 min. presentation/Q&A)
  - **Consumer Genome – Marketing in the Digital Age (Mohammed Sirajuddeen, Managing Director, Accenture Digital)**
4. 11:15am – 12:00pm (45 min. presentation/Q&A)
  - **MasterCard's Priceless Engine (Dominic Koh, Vice President, Head of Digital & Priceless Marketing, MasterCard, APAC)**

*Lunch and Team Identification 12:00pm – 1:00pm*

5. 1:00pm – 3:30pm (150 min. workshop & preparation)
  - **Workshop Session - Students will work in teams on ideas for the client brief – coaches will be present to provide guidance**
6. 3:30pm – 5:00pm (75 min. student presentations)
  - **Team Presentations**
7. 5:00pm – 5:30pm (30 min. feedback session)
  - **Feedback & Winner Selection**

## Day 3: Saturday, September 9

1. 9:30am – 10:15am (45 min. presentation/Q&A)
  - **Topic TBD (Jon Chin, Partner & Regional Client Director Asia Pacific, Ketchum)**
2. 10:15am – 11:00am (45 min. presentation/Q&A)
  - **Topic TBD (Damien Cummings, CEO, Peoplewave)**

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3. 11:00am – 11:45am (45 min. presentation & Q&A)
  - **Topic TBD (Lee Smith, President, Annalect, Omnicom Media Group APAC)**
4. 11:45am – 12:15pm (30 min. presentation)
  - **Closing & Certificate Presentation**

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## DIGITAL MARKETING CERTIFICATION PROGRAM



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### Registration Form

Participant Name	Designation	Email	Contact Number

Company:	
Billing Address:	Postal:
Contact Person:	Designation:
Tel:	Email:
Mode of payment:	AMT: Cheque: Online (paypal):

To utilise SkillsFuture Credit Scheme, please sign up online to complete the registration.

### How do you learn about digital:works 2017?

- Email Invitation    Website    Brochure    Social Media    Others

Fees	Before GST	After GST
Early Bird (by 8 August 2017)	\$2,250	\$2,407.50
Normal (after 8 August 2017)	\$2,500	\$2,675



### PAYMENT METHODS

All payments to be made payable to Singapore Management University

Please tick and fill in the following:

**Cheque/Bank Draft No.**

Please mail cheque payment with the company name indicated on the reverse of cheque together with the registration form to:  
Centre for Marketing Excellence  
Lee Kong Chian School of Business  
Singapore Management University  
50 Stamford Road, #04-01

**Credit Card:**    **Visa**    **MasterCard**

Card Number:

Expiry Date:   /

Amount Payable:

Cardholder's Name: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

The organisers reserve the right to change speakers, sessions, times, dates, and/or other details when necessary.

### CANCELLATION POLICY

All cancellations must be received in writing to: Centre for Marketing Excellence, Singapore Management University. The following charges apply for cancellations received:

- 4 weeks prior to the course commencement: No charge
- No refunds will be issued after 15 August 2017
- Replacements from the same company will gladly be accepted at any time

Please forward a cheque, made payable to Singapore Management University. Kindly indicate the invoice number at the back of the cheque.

Please mail to:

**Centre for Marketing Excellence  
Lee Kong Chian School of Business  
Singapore Management University  
50 Stamford Road  
#04-01  
Singapore 178899**