

# digital:works 2015

## DIGITAL MARKETING CERTIFICATION PROGRAM



**Omnicom**Group

**Centre for  
Marketing Excellence**

**Lee Kong Chian  
School of Business**

# digital:works 2015

## DIGITAL MARKETING CERTIFICATION PROGRAM

Digital:works 2015 is an intimate, content-rich, 2.5 day workshop, full of real-life case studies, relevant panel discussions and interactive sessions with industry leaders and academics from Singapore Management University.

Date: 17 – 19 September 2015  
Time: 9.00am – 5.30pm  
Venue: 81 Victoria Street, Singapore 188065  
Administration Building Function Room 4.1  
Fee: \$2,500.00 (PIC Scheme Available)

### WHO SHOULD ATTEND

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

### Highlights

- An overview of the latest best practices, digital marketing tools, and social media platforms
- Stay on top of the ongoing changes in digital and social media marketing
- How to leverage outside tools to optimise your digital marketing campaigns
- Mobile first: Understanding how to target Millennials
- ROI of digital and social media
- How to optimally allocate resources between traditional and digital media

### Advantages of Attending Digital:works 2015:

- Delivery through a unique mix of interactive sessions, case discussions and workshop with a real client.
- The programme gives attendees the chance 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:
  - ➔ Srinivas K. Reddy, Professor of Marketing, Director, Centre for Marketing Excellence, Singapore Management University
  - ➔ Damien Cummings, Global Head of Digital Marketing, Standard Chartered Bank
  - ➔ Lee Smith, President, Annalect, Omnicom Media Group Asia Pacific
  - ➔ Erica Kerner, Vice President, Marketing & Communications Asia-Pacific, Tiffany & Co.
  - ➔ Jeff Cheong, President of Tribal Worldwide Asia, Head of Tribal Worldwide Singapore
  - ➔ Nicholas Kontopoulos, Global Head of Emerging Markets & Marketing Innovation, SAP Hybris
  - ➔ Michel Mommejat, Managing Director Digital Engagement, APAC, FleishmanHillard
  - ➔ Andrea Lennon, SVP, General Manager, Critical Mass, Asia
  - ➔ Dan Paris, Managing Director, Tequila
  - ➔ James Dutton, Managing Director, Asia Pacific Resolution Media, Omnicom Media Group
  - ➔ Mark Halliday, Omnicom Media Group, Asia Pacific Region
  - ➔ Chris Willingham, Chief Executive Officer, BBDO Singapore
  - ➔ Tuomas Peltoniemi, President Asia, Digital Arts Network
- Understand best practices and apply it to the problem of a real client.



## FEATURED SPEAKERS



### SRINIVAS K. REDDY

Professor of Marketing, Director  
Centre for Marketing Excellence  
Singapore Management University

Dr. Srinivas K. Reddy is Professor of Marketing and Director, Center for Marketing Excellence, Academic Director, LVMH-SMU Luxury Brand Initiative, Lee Kong Chian School of Business, Singapore Management University. He served as the Associate Dean of General Management overseeing the MBA and the Executive MBA programs. Prior to this he was the Robert O. Arnold Professor of Business and the Director of the Coca-Cola Center for Marketing Studies, Terry College of Business at the University of Georgia. Dr. Reddy holds M.Phil and Ph.D. degrees in Business Administration from Columbia University. Dr. Reddy was on the faculties of New York University's Stern School of Business, Columbia University, University of California, Los Angeles (UCLA) and the Stanford Business School.

Dr. Reddy's expertise is in innovation, new product development, marketing and competitive strategy involving new brands and services. Dr. Reddy's research on innovation, brand and marketing strategy has been published in *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Social Networks*, *Statistical Science*, *Journal of International Business Studies*, *Marketing Letters*, *Journal of Retailing*, *Journal of the Academy of Marketing Science*, *Decision Support Systems* and *Journal of Business Research*. In 2006, he has been awarded the IBM's prestigious SUR grant to study corporate innovativeness and innovation conversion. He has consulted and taught executive programs for IBM, Coca-Cola Company, United Parcel Service, Miller Brewing, Pfizer, Eli Lilly, Bristol-Myers-Squibb, Satyam Computer Services, Chase, Turner Broadcasting, Cox Interactive Media, Equitable, Ford Foundation, Price Waterhouse Coopers, MasterCard, Unilever, Sembcorp, MSIG, SingHealth, Schneider Electric, and Infineon.

Professor Reddy has been recognized for his outstanding teaching and was the recipient of Award for Teaching Excellence in 1994. He was nominated as the MBA Teacher of the Year in 1999, 2000, 2002 and 2005. In 2014 and 2015, Dr. Reddy was only one of 3 at SMU to be nominated for Teaching Excellence in Executive Development. He is the recipient of MBA Excellence in Teaching Award in 2014. Dr. Reddy's case (*Gillette's "Shave India Movement": Razor Sharp Against the Stubble*) was one of the winners in the 2013 Emerald Emerging Markets Case competition. This case was also the winner at the prestigious EFMD Case Competition (2014). Two of his cases (*Oreo in China* and *Gillette in India*) have been featured in *Financial Times* in 2013.



### DAMIEN CUMMINGS

Global Head of Digital Marketing  
Standard Chartered Bank

Damien has over 20 years' experience in digital and marketing transformation.

Damien is currently the Global Head of Digital Marketing at Standard Chartered Bank. Prior to this, he was Vice President – Brand, Communications & Digital / Chief Marketing Officer at Philips ASEAN & Pacific, leading brand positioning, communications & digital marketing across the Philips Healthtech and Lighting Solutions businesses. Before Philips, he was the Regional Marketing Director, Digital & Social Media Samsung Asia, and before Samsung was the Online Director – Asia Pacific & Japan at Dell. Damien has also worked agency-side at Asia's largest advertising Ogilvy & Mather, as General Manager of Soho Square (Ogilvy's conflict agency); General Manager of Neo@Ogilvy (Ogilvy's digital media buying company) and Ogilvy's regional digital consulting lead where he helped brands and regional clients drive marketing across digital channels. Damien has also worked at major global brands / MNCs in Australia & Singapore, managing digital marketing at Citibank, Coca-Cola, NRMA and McKinsey & Company across Asia Pacific.



### LEE SMITH

President, Annalect  
Omnicom Media Group Asia Pacific

Lee has over 20 years of experience in the media agency business with over 15 years concentrated on the emerging and digital space.

Lee Smith is the President for Annalect in Asia Pacific, Omnicom Media Group's global technology, data and analytics division. Lee also oversees specialist services divisions including Resolution Media (Search & Social) Accuen (programmatic) and Airwave, OMG's mobile specialist unit. Lee sits on the executive leadership committee for Omnicom Media Group in the region.



## FEATURED SPEAKERS



### ERICA KERNER

Vice President, Marketing & Communications Asia-Pacific  
Tiffany & Co.

Erica Kerner is vice president of marketing and communications for Tiffany & Co. Asia Pacific. In this role she is responsible for all aspects of Tiffany's marketing and communications planning, strategy and implementation across all retail channels and all Asia Pacific countries.

She held a similar position at Ralph Lauren prior to joining Tiffany in 2013 and brings to her role more than 20 years of marketing experience in Asia Pacific, specifically Greater China. Working for adidas as director of the Beijing 2008 Olympic Games, she was responsible for all aspects of the company's marketing, sponsorship, licensing and business development activities. She and her team won China's first-ever Cannes Gold Lion for the adidas Olympics campaign. Erica held the same role for adidas at the London 2012 Olympic Games.

Before joining adidas, Erica was director of marketing and communications for Special Olympics China, helping to develop the program from 50,000 to 500,000 participants. In addition, as an account director at J. Walter Thompson Shanghai, she was responsible for creative advertising development, product development and retail marketing for DeBeers and PepsiCo.

Erica graduated cum laude from Tufts University in 1989 with a degree in international relations. She is also a founding member of The Marketing Society Asia and on our Asia steering committee.

For updated list of speakers, please refer to [www.digitalworks.sg](http://www.digitalworks.sg).



### JEFF CHEONG

President of Tribal Worldwide Asia  
Head of Tribal Worldwide Singapore

By internet age, Jeff is considered old.

He has been creating Internet toys for the world since 1996. Prior to that, the trained Graphic Designer served as Art Director in various agencies.

Jeff transformed DDB Group Singapore into an innovation powerhouse – most significantly growing Tribal from a 4-person crew to 105 and putting the agency in pole position since he took over leadership. Most recently the local office took top honours in Effie and Marketing Magazine Agency of the Year awards.

As the new President of Tribal Worldwide Asia, he continues to drive the business and innovation agenda for the region through various centres of excellence.



### NICHOLAS KONTOPOULOS

Global Head of Emerging Markets and Marketing Innovation  
SAP Hybris

Leading the SAP Hybris Customer Engagement and Commerce Marketing team in APJ, Nicholas is responsible for developing SAP's go-to-customer marketing strategy.

Nicholas has over 21 years of experience working across a broad range of Industry Verticals in roles ranging from Business development, Sales and Marketing.

Prior to joining SAP in 2007, Nicholas worked as a Sales Management Director within The Capita group who are the United Kingdom's market leader in providing BPO services.

During the course of his career, Nicholas has passionately pursued business strategies that both harness, and intelligently exploit the power of CRM technologies, both within the businesses he has worked and those clients he has served.



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## 2015 SINGAPORE Syllabus

### Day 1 : Thursday, September 17th

1. 9am – 9:15am
  - **Welcome**
  
2. 9:15am – 10:15am (60 min. presentation)
  - **#SimiSaiAlsoMeasure (Hokkien translation: Measuring Everything Under the Sun)**
  - From collecting huge databases in warehouses to on-demand analytics and bigger data, how do you get smart with data? What really matters to your business and how do you measure success?  
**[Jeff Cheong, DDB/Tribal DDB]**
  
3. 10:15am – 11:30am (75 min. presentation/discussion)
  - **Marketing Resource Allocation between Traditional and Digital Media**
  - This session presents how firms will have to make critical decisions on allocating limited marketing budgets between traditional & digital media for better returns. Illustrated with case studies.  
**[Srinivas K Reddy, SMU]**
  
4. 11:45am – 1:00pm (75 min. presentation/Q&A)
  - **Marketing at the Speed of Culture**
  - *How technology and consumer behavior is driving retail and channel marketing innovation.*  
**[Dan Paris, Integer]**
  
- 1:00pm – 2:00pm LUNCH (Lunch is provided)
  
5. 2:00pm – 2:45pm (45 min. presentation)
  - **Client Brief**
  - *Participants will receive an overview of a client's business and a specific business challenge to apply their thinking against.*  
**[Janice Chang, Starwood Hotels]**
  
6. 2:45pm – 3:45pm (60 min. presentation)
  - **Tools**
  - *This presentation will highlight key "SaaS" (Software as a Service) tools which participants can explore to help them put their online marketing strategies together.*  
**[Tuomas Peltoniemi, TBWA\|DAN]**
  
7. 3:45pm – 5:00pm (75 min. panel)
  - **Client & Agency Panel : Crowdsourced Topics**
  - *This panel will feature 2 to 3 client marketers from different industries and 2 to 3 agency professionals from various disciplines. The topics for discussion will be crowdsourced from the digital:works 2014 attendees prior to the program*  
**[Erica Kerner (Tiffany & Co.), Nicholas Kontopoulos (SAP), Chris Willingham, (BBDO/Proximity), Andrea Lennon (Critical Mass), Lee Smith (Annalect), Ranji David (Previously of Samsung)]**

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## Day 2 : Friday, September 18th

1. 9:30am – 10:30am (60 min. presentation/Q&A)
  - **Search – The Pulse of the Consumer**
  - What may be easily disregarded as a basic utility of the internet, the search engine is the most powerful marketing tool a client has access to. Search provides us with a view into consumer behaviour, attitudes, trends and is regarded as the best way to understand audiences and the content that resonates with them. Learn about what is happening in the world of search, now and into the future.  
**[James Dutton, Resolution Media]**
  
2. 10:45am – 12:30pm (105 min. presentation/Q&A)
  - **Customer-first social strategy: Revolutionary Content Marketing, Sharing and Distribution Thinking.**
  - Too often, brands focus only on social media platforms and try to retrofit a content marketing plan based on what marketers think customers want. This session focuses on using the customer's view to define what marketing communications should be, and what customer actually want to hear and engage with from brands. This is done through a combination of marketing strategy, customer insights and empathy, and understanding the real value proposition of key social platforms like Facebook, Twitter and LinkedIn.  
**[Damien Cummings, Standard Chartered Bank]**
  
- 12:30pm – 2pm **LUNCH WORKSHOP** (Students should eat in their teams and continue discussion of the client challenge – lunch is provided)
  
3. 2pm – 3:15pm (75 min. Workshop)
  - **Workshop Session Two**
  - *Students will work in teams on ideas for the client brief – coaches will be present to provide guidance*
  
4. 3:15pm – 3:30pm (15 min. Presentation Preparation)
  - **Workshop Session Three**
  - *Students should spend the final 30 min. of their workshop time developing their presentation*
  
5. 3:30pm – 5pm (75 min. Student Presentations)
  - **Team Presentations**
  
6. 5:00pm – 5:30pm (30 min. Feedback Session)
  - Feedback & Winner Selection  
**[Janice Chang Starwood Hotels]**

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## Day 3: Saturday, September 19th

1. 9:30am – 10:30am (60 min. presentation/Q&A)
  - **Going Beyond Social and Digital**
  - *In a world where social media has become over-saturated; consumers and brands have found themselves addicted to sharing manically and mindlessly. In an ever-evolving environment, marketers are now evolving towards new ways of engaging with consumers, through story telling and integrated digital and data driven content.*

**[Michel Mommejat, FleishmanHillard]**
  
2. 10:30am – 11:30am (60 min. presentation & Q&A)
  - **Closing Panel - MOBILE**

**[Mark Halliday (Airwave), Karl Duffill (Google), James Rodgers (InMobi), Regina Goh (BlisMedia), Mark Cowan (Facebook)]**
  
3. 11:30am – 12:00pm
  - **Close**
  - *The closing session will reiterate key themes from the sessions and generally wrap things up.*

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### Registration Form

Participant Name	Designation	Email	Contact Number

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

#### How do you learn about digital:works 2015?

- Email Invitation  
  Website  
  Brochure  
  Social Media  
  Others

Fees	Before GST	After GST
Early Bird (by 17 August 2015)	\$2,250	\$2,407.50
Normal (after 17 August 2015)	\$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 :   /     CVV:

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 1 September 2015
- 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  
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50 Stamford Road  
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