



SOCIAL MEDIA MATTERS AGENDA

10th September 2013, Grand Hyatt Hong Kong

10 th September 2013	
8.00	<p>Registration</p>
8.40	<p>Welcome address</p> <p>Paul Heath, Chairman, Ogilvy & Mather Asia Pacific Thomas Crampton, Asia-Pacific Director, Social@Ogilvy Jasper Donat, CEO, Branded</p>
8.55	<p>Welcome to Hong Kong</p> <p>Karen Winton, Chief Marketing Officer, InvestHK</p>
9.00	<p>How brands make killer content</p> <p>Social media gives brands the equivalent reach of traditional media properties, forcing them to undertake creation of content at the pace of a news agency or newspaper. What have the most successful brands done to survive and even thrive in this transition?</p> <p>Scott Monty, Global Head of Social Media, Ford</p>
9.20	<p>Platform presentation: Key developments in LINE's collaborations with brands</p> <p>Shintaro Tabata, Executive Officer, General Manager for Advertising Business Group, LINE</p>
9.40	<p>Engaging hyper-connected consumers</p> <p>Connected consumers poses brands both challenges and opportunities. How has Philips leveraged digital to transform customer offerings?</p> <p>Blake Cahill, Global Head of Digital & Social Media Marketing, Philips</p>
10.00	<p>Creativity in social media</p> <p>The rise of social media has opened new ways for brands to creatively engage and entertain consumers. Some of the most high profile and successful examples of creative use of social media have come from Coca-Cola. How does Coca-Cola approach social and encourage creativity?</p> <p>Leonardo O'Grady, Director ASEAN Integrated Marketing and Communications, Coca-Cola Asia Pacific</p>
10.20	<p>Research Blast: The power of mobile, the dangers of showrooming</p> <p>Joseph Webb, Head of Digital, Greater China, TNS</p>



10.26	<p>When social media replaces the internet: Indonesia</p> <p>Imagine a country where social media actually replaces the broader Internet. Thanks in part to the ease with which they can be accessed via low-end mobile phones, Twitter and Facebook have taken over roles normally reserved for search engines, websites and other elements of the broader Internet. How does this affect online activities for Unilever in marketing some of the world's most famous brands?</p> <p>Adeline-Ausy Setiawan, Country Media Director, P.T. Unilever Indonesia</p>
10.45	<p>BREAK</p>
11.05	<p>Platform interview: Twitter and creating social movements</p> <p>James Kondo, Managing Director, East Asia, Twitter</p>
11.25	<p>Research Blast: Global brand advocacy study</p> <p>John Bell, Global Managing Director, Social@Ogilvy</p>
11.30	<p>Brand advocacy: How to build a passion brand</p> <p>A few brands are driving true passion and excitement. How do you inspire customers to do marketing for your brand?</p> <p>Barbara Iliopoulos, Social Marketing & Community Manager - Asia, Middle East & Africa, InterContinental Hotels Widhath Waheed, Director of Social Media Marketing, Shangri-La International Jessie Chou, Senior Vice President, Marketing & Theatre Operations, Human Resources, Greater China, IMAX Laura Balkovich, Head of Social, Asia Pacific, Google Moderated by: John Bell, Global Managing Director, Social@Ogilvy</p>
12.10	<p>Social CRM: Remarkable experiences</p> <p>Social media shifted brands from broadcast mode towards customer dialogue. Successful social brands have scaled customer engagement with customers across new channels, with special attention for customers of influence. How does social CRM influence the bottom line?</p> <p>Hannelore Grams, Head of Digital & Social Media, Greater China, Nestlé</p>
12.30	<p>Research Blast: Is social media effective? An in-depth case study</p> <p>Joseph Webb, Head of Digital, Greater China, TNS</p>
12.36	<p>Platform interview: Renren's innovations for working with brands</p> <p>Catherine Teng, Vice President of the Group and Chief Marketing Officer, Li-Ning Alvin Chiang, Chief Marketing Officer, Renren</p>
12.55	<p>New forms of visualization: The story in data</p> <p>Data does not need to be a spreadsheet of line items and numbers. With data visualization, a deeper understanding of the relationships between multiple factor becomes apparent. How can brands use visualizations to tell a story?</p> <p>Stew Langille, CEO, Visual.ly</p>
13.05	<p>THE FINANCIAL TIMES CONFERENCE LUNCH</p>



14.30	<p>Next wave: How will emergent platforms create business opportunities in digital and social?</p> <p>The fast pace of technological evolution has brought about new ways of using creative solutions to maximise business opportunities. What are some of the ways in which digital facilitates new and exciting business models? What are the unique challenges and the latest innovations in Asia?</p> <p>Esther Dyson, Investor and Digital Visionary, EdVenture Nathan Eagle, Co-Founder and CEO, Jana Thomas Clayton, CEO, Bubbly Moderated by: Megan Murphy, Chief Correspondent, Fast FT</p>
15.05	<p>Research Blast: Integrated cross-region social business intelligence and insights</p> <p>Sam Flemming, Founder and President, CIC</p>
15.11	<p>Platform interview: How Sina Weibo builds brands</p> <p>Ken Hong, General Manager, Weibo Marketing Strategy, Sina</p>
15.30	<p>Results-driven social media for the finance industry</p> <p>American Express have led finance industry innovations in social media with measureable business results. From leveraging social insights to building better products and services to the purchase path for existing Cardmembers, American Express embraces social because of the results it has delivered. What are the secrets to their success?</p> <p>Carl Barkey, Head of Social Media and Customer Experience, Global Network and International Card Services (GNICS), American Express</p>
15.50	<p>Platform Interviews: Forget Big Data. Think Smart Data With LinkedIn</p> <p>Tricia Weener, Head of Marketing, HSBC Nellie Chan, Director of Marketing Solutions, South East Asia and North Asia, LinkedIn</p>
16.10	<p>Social metrics: – How social marketing measurement impacts business</p> <p>Social marketing is perhaps the hardest to measure channel, but also the most open and benchmark-able. Socialbakers will share their exclusive insights on regional and global social content and engagement, customer care, advertising and how that relates to company business processes.</p> <p>Jan Rezeb, CEO, Socialbakers</p>
16.25	<p>BREAK</p>
16.50	<p>Research Blast: A new study on luxury consumers and digital</p>
16.56	<p>Social and luxury: Challenges and opportunities for high-end brands</p> <p>Built on the basis of exclusivity and protected by a velvet rope, how do luxury brands maintain their elite status in a digital world? What are the opportunities and dangers for luxury in digital?</p> <p>Pierre Abadie Lacourtoisie, Regional Director, Digital and Online, Estée Lauder</p>
17.15	<p>Platform interview: Facebook for business and all the people that matter to you</p> <p>Darin Williams, Head of South East Asia, Facebook</p>



17.35	<p>Nike's creative engine: How leading brands drive business through creativity</p> <p>Creativity is one of the most important elements of memorable and captivating advertising. In what way does technology facilitate this? How can brands harness the power of creativity to produce business results?</p> <p>Simon Pestridge, Vice President, Marketing Greater China, Nike</p>
17.55	<p>FanFest Presents: How to get 300 million people to view your videos!</p> <p>Bethany Mota (Macbarbie07) has close to 300 million views on her YouTube channel and is one of the most successful YouTube channels globally. How has she been able to grow to the huge audience figures?</p> <p>Bethany Mota, Macbarbie07 - Over 3 million subscribers/ 290 millions views Interviewed by: Dominic Lau, Presenter and TV Personality</p>
18.15	<p>END OF CONFERENCE AND THE SOCIALBAKERS COCKTAIL RECEPTION</p>

11th September 2013

10.30 – 13.00	<p>Social CRM Workshop: From Like to Buy (by invitation only) Salon IV, hosted by OgilvyOne</p> <p>With many brands having made first and second wave investments in social media, one of the key questions today is how to monetise your social community.</p> <p>This interactive workshop shows you:</p> <ul style="list-style-type: none"> • How to apply the principles of CRM to win and grow more customers • How you can understand the full value of your social community • How you can use data from the open graph and social graph to drive Customer Engagement and Sales • How to monetise your community through direct, retail and e-commerce strategies • How Social CRM can help you integrate Paid Owned and Earned media to achieve efficiencies. <p>The workshop will feature new research findings from the OgilvyOne Millward Brown Loyalty Index showing how social engagement is impacting loyalty.</p>
11.00 – 13.00	<p>Mobile China Workshop: Create the Perfect SNS Equation - Online & Offline Calibration (by invitation only) Salon III, hosted by Renren</p> <p>Some advertisers in China still considers the SNS as an isolated media vehicle. The challenge facing brands is that the lack of calibration between online activation and offline activities minimises the impact and business results from campaigns.</p> <p>This session will demonstrate how brands optimises campaign equation: to utilise SNS recruitment and activation seamlessly in order to create a prefect marketing campaign</p>
13.00-14.00	<p>Workshop Attendees Lunch (by invitation only) Salon I & II</p>



14.00-16.30

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