

Data Marketing Analytics  
June 8  
The Grand Hyatt, Singapore

# D M A

## C O N F E R E N C E

DATA | MARKETING | ANALYTICS

8 JUNE 2017 • SINGAPORE

### **08:00 Registration and refreshments**

### **09:00 Campaign Asia Pacific's opening remarks**

Campaign Asia Pacific welcomes you to the second DMA conference in Singapore where we welcome brands and agencies together to discuss how the latest developments in data and analytics can increase consumer loyalty, retention and engagement.

### **09:10 Chatbots; interact, personalise, engage**

Chatbot technology has exploded over the last 12 months and can be found from FMCG to the financial services sector. They provide customer service, take payments and deliver deep insights into your chosen markets. Ultimately, they provide marketers with tools for increased personalisation and engagement with customers and clients. This presentation will highlight how far chatbots have come, and what is next in their development.

### **09:40 Machine learning and adaptive analytics**

Whereas predictive analytics allow marketers to forecast from historical data, adaptive analytics allow marketers a real time view of their consumers. This session will discuss the promise and the pitfalls of marketing's latest development

- How can brands best utilise adaptive analytics to improve customer retention, and to create opportunities to up-sell?
- When does data collection become intrusive?
- Is the future of marketing entirely data driven, or is there still room for instinct?

### **10:25 Networking and morning refreshments**

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### **10:55 Identifying the identifier; creating a single ecosystem**

All brands have an abundance of data, but due to poor design much of this data is unusable and it is difficult to leverage across multiple data points. How can we turn Big Data's Holy Grail into a reality? How do we get to the single version of the truth?

- What needs to happen to bring uniformity across a company to help create a single data ecosystem?
- How can brands close the disconnect between acquisition and retention systems to effectively track the consumer journey?
- What is needed to help the navigation of databases that span multiple borders, each with their own regulatory minefield?

Speakers:

**Vikram Bansal**, Chief Data Officer, Asia Pacific, **Dentsu Aegis Network**

**Celine Heissat Le Cotonnec**, Chief Data Officer, **AXA**, Singapore

### **11:40 Blurred lines; where data teams meet marketers**

Cross pollination is essential to get the most out of your data and to turn it into value. This session will explore the conflicts faced across brands and the solutions to find synergy between teams.

- Is data a corporate asset or the prerogative of the individual silo?
- Does the growth of IT mean the expansion or contraction of the role of the marketer?
- Is the creation of a dedicated data officer needed to bridge the gap between marketing and technology?

Speakers:

**William Adeney**, Vice President, **OgilvyRed**, Singapore

### **12:25 Networking lunch break**

### **13:30 Legacy systems and legacy mindsets**

Large, multi-nationals are complex and multilayered. The systems and the staff are in constant need of updating in the today's ever changing, ever evolving technical landscape. Are today's brands sufficiently tooled to cope with change?

- What are the key attributes needed to up-skill today's marketers?
- How can companies manage the disconnect between US corporate HQ and Asia satellites?
- Is it better to absorb the smaller, more agile competition or produce in house bespoke products for the target audience?

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- Is change needed at such a granular level? Does increased segmentation, or strategic value customers work or should brands take a more broad approach?

Speakers:

**Hari Shankar**, Managing Director, **Ecselis Asia**, Singapore

#### **14:15 Authenticity and ad spend**

There has been much coverage across the news about the revelations around the transparency and authenticity within digital ad spend, and pressure is on for marketers to prove their ROI.

- What are the key metrics needed to ensure a clear and clean ROI?
- How can brands push for greater transparency from the status quo?
- Are there alternatives to the duopoly of Facebook and Google?

Speakers:

**Phil Townend**, APAC Chief Commercial Officer, **Unruly**, Singapore

#### **15:00 Personalisation case study**

For brands to crack personalisation, they need to build trust from their audience to get access to their direct information. How does a brand get to this stage? What have been their key insights along the journey? Where is the fine line between valuable, personalised data and spam?

#### **15:30 Networking and afternoon refreshments**

#### **16:00 Marketing automation - presentation**

Marketing automation is now, more than ever, at the heart of the customer experience. Automation allows for more personalised content, the collection of more valuable leads, and a higher rate of conversion. This presentation will inform the audience on how to get the most out of their platforms and thus improve communication, retention, and consumer loyalty.

#### **16:45 Industry 4.0 presentation**

A presentation from a leading futurist about the fourth industrial revolution, encapsulating the IOT, big data, and machine learning

#### **17:15 Campaign Asia Pacific's closing remarks**