

**November 13, 2018**  
**Sofitel Bangkok Sukhumvit, Thailand**

A very warm welcome to the **Re.Con Thailand**, the first of our Re.Con event series in partnership with **ada**. The Re.Con events are a unique opportunity to deep dive into market-specific issues affecting digital marketers in Asia’s fastest growing markets: Thailand, Philippines, Indonesia and Malaysia.

The Re.Con series is designed for brand marketers to learn from and network with leading minds in the industry and tackle the issues most pertinent to their region. Each event features panel and speaker sessions with local and global brands represented.

**Connecting content, data and media**

Thailand is entering a new era of digital transformation, with the adoption of new technology and marketing efficiencies and the endless growth of internet and mobile users. Consumers in this market are sharing content on social at speed, setting new expectations and disrupting traditional media.

As the market matures, media, creativity and data must merge.

Many brands are already moving into a competitive position and finding new methods of brand engagement, through creative and holistic approaches to their digital marketing. Successful brands have a deep understanding over their first-party data so it can be used to best effect, they are personal and reactive to the speed of change happening across Asia Pacific. **Re.Con Thailand**, created by **Campaign Asia-Pacific** and **ada** brings the whole ecosystem together to find where the opportunities are to accelerate growth in data-driven digital marketing, and give brands a competitive edge. We hope you enjoy **Re.Con Thailand** and that you will find it stimulating and inspiring.

<b>Re.Con Thailand</b>	
Time	08.30am - 12.20pm Registration begins at 8.30am, the event programme begins promptly at 9:00am
Venue	Sofitel Bangkok Sukhumvit, Bangkok, Thailand

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**Confirmed Speakers**

Adrian Burton, Head of adaAcquire, **ada**

Srinivas Gattamneni, CEO, **ada**

Anurag Gupta, Chief of Agency and COO, **ada**

Charles Kutner, CMO, **Boncafe**

Padon Jeffrey Chirasanti, Senior Vice President - Digital Commerce, **FWD Insurance**

Kabir Saluja, Managing Director, **Carlsberg Group Thailand**

Faaez Samadi, Southeast Asia Editor, **Campaign Asia-Pacific**

Jeffrey Seah, Partner, **Mettle & Salt Partners**

Kimmy Suraphongchai, Country Director, **Iflix**

Apichaya Taechamahapun, Head of Channel Sales, **Google Thailand**

Paul Kell, CMO, **True**

**Re.Con Thailand: Connecting content, data and media**

08.30am	<b>Registration and morning refreshments</b>
09.00am	<p><b>Campaign Asia-Pacific's opening remarks</b>  Welcome to Re.Con Thailand, the event that brings together the industry's brightest minds to unlock the potential of data-driven digital marketing.</p> <p><b>Speaker:</b>  Faaez Samadi, Southeast Asia Editor, <b>Campaign Asia-Pacific</b></p>
09.20am	<p><b>Innovate for today or be gone tomorrow</b>  In this opening session, ada and Mettle &amp; Salt Partners look into the future of digital in Thailand and beyond. What are their top predictions for how media, content and data will shape brand marketing in the future?</p> <p><b>Speaker:</b>  Anurag Gupta, Chief of Agency and COO, <b>ada</b></p>
09.40am	<p><b>The new digital consumer in Thailand</b>  Thailand is entering a new era of digital transformation, with the adoption of new technologies and marketing efficiencies and the endless growth of internet and mobile users. Consumers in this</p>

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	<p>market are sharing content on social at speed, setting new expectations and disrupting traditional media. This opening keynote explores looks at how Thailand sits against a global benchmark. What are the key trends with digital consumption and behaviours in Thailand?</p> <p><b>Speaker:</b> Apichaya Taechamahapun, Head of Channel Sales, <b>Google Thailand</b></p>
<p><b>10.10am</b></p>	<p><b>Panel: Breaking down the silos between content, media and data</b> As the market in Thailand matures, media, content and data must merge. Industry collaboration has never been so important and to move into a competitive position, brands need a more holistic approach to their strategy - one that puts data core. This panel discussions brings three key industries together to uncover how media, content and data will shape the future. How important is it to implement a data-driven digital strategy?</p> <p><b>Panelists:</b> Charles Kutner, CMO, <b>Boncafe</b> Padon Jeffrey Chirasanti, Senior Vice President - Digital Commerce, <b>FWD Life Insurance PCL</b> Srinivas Gattamneni, CEO, <b>ada</b> Jeffrey Seah, Partner, <b>Mettle &amp; Salt Partners</b> Paul Kell, CMO, <b>True</b></p> <p><b>Moderator:</b> Faez Samadi, Southeast Asia Editor, <b>Campaign Asia-Pacific</b></p>
<p><b>10.50am</b></p>	<p><b>Morning refreshments break and networking</b></p>
<p><b>11.10am</b></p>	<p><b>Carlsberg Group: From data to insights</b> Gleaning insights from data so you can provide personalised messages to the right audience at scale, is a real challenge. Marketers today are expected to analyse, validate, continuously learn and adapt to the velocity of change in digital marketing.</p>

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	<p>This brand case study from Carlsberg Group, looks at how they've turned data into real actionable insight and the results of a recent campaign.</p> <p><b>Speaker:</b> Kabir Saluja, Managing Director, <b>Carlsberg Group Thailand</b></p>
<p><b>11.35am</b></p>	<p><b>The future of TV</b></p> <p>TV is still relevant at providing consumers with great content but with online streaming and new video content sites and platforms emerging, and the increasing popularity of Facebook video, Snap Inc and other social networks and their video capabilities, short-form content and online video are taking market share away from traditional TV.</p> <p>This fireside chat looks at the future of TV in advertising with Southeast Asia's leading video content platform, Iflix. Is there a place for TV in the future and how can marketers reap the rewards with video advertising?</p> <p><b>Speakers:</b> Faez Samadi, Southeast Asia Editor, <i>Campaign Asia-Pacific</i> Kimmy Suraphongchai, Country Manager, <i>Iflix</i></p>
<p><b>12.00pm</b></p>	<p><b>Unleashing the value of consumer data</b></p> <p>Today, consumers demand hyper-personalisation in their everyday life, and this includes when being served ads. To get it right, brands must go beyond demographics and look into physiographic profiling, unleashing a deep and rich profile analysis of their desired target market. And that's just the beginning. This can be mixed into pivotal parts of a consumer's day-in-the-life to drive better propensity of buying. This closing keynote demonstrates how brands can get the most out their customer data.</p> <p><b>Speaker:</b> Adrian Burton, Head of adaAcquire, <b>ada</b></p>

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<b>12.15pm</b>	<b>Re.Con Thailand closing remarks</b>
<b>12.20pm</b>	<b>End of event</b>