



Building Trust in Uncertain Times

10 November, Hong Kong

Financial Services Marketing Forum returns for the third time to the financial capital of Asia – Hong Kong. FSM will bring together over 200 CMOs, Global Marketing Directors and Heads of Marketing from across the B2B and B2C side of financial services.

The conference was developed by FSM leaders for FSM leaders and in the wake of scandals such as the Panama papers and the aftermath of Brexit, **FSM Forum** will look at how the industry can build trust in uncertain times.

The sessions for 2016 will include ground-breaking presentations, panel discussions, and in depth one on one fireside chats. Topics will include trust and transparency, financial inclusion, innovation and regulations, social media in B2B, and the rise of automated competition.

Confirmed Speakers:

Mikaal Abdulla, CEO & Co-Founder, **8 Securities**, Japan

Suresh Balaji, Regional Head of Marketing APAC, Retail Banking and Wealth Management, **HSBC**, Hong Kong

Dhvani Bhatt, Head of Direct Insurance, **Group Insurance**, **HSBC**, Hong Kong

Meredith Binder, Senior Director, Global Marketing, **S&P Global Market Intelligence**, USA

Sanjeeb Chaudhuri, Global Head of Brand and Chief Marketing Officer, **Standard Chartered Bank**, Singapore

Gloria Chung, Chief Marketing Officer & Head of Market Planning APAC, **J.P Morgan Asset Management**, Hong Kong

Anthony Desir, Managing Director, **SAMI Funds**, Hong Kong

Paul Dowling, Co-founder & Principal Analyst, **East & Partners**, Hong Kong

Daniel Flatt, Editorial Director, **Haymarket Financial Asia**, Hong Kong

Angela Fung, Head of Marketing Asia Pacific, **Robeco**, Hong Kong

Gavin Gollogley, Head of Digital, Asia, **Sun Life Financial**, Hong Kong

Matthew Miller, Online Editor, **Campaign Asia-Pacific**, Hong Kong

Carolyn Meier, Head of Events, Asia Pacific, **Haymarket Media Group**, Hong Kong

Ian Myles, Co-Founder and CEO, **area 51**, Singapore

Annika Payn, Head of Brand APAC, **Zurich Insurance**, Hong Kong

Basker Rangachari, SVP and Head of Brand, Marketing and Customer Experience, **Mashreq Bank**, UAE*

Mark Saunders, Group Chief Strategy & Marketing Officer, **AIA**, Hong Kong

Michelle Sprod, Head of Brand & Communications, Asia Pacific, **BNP Paribas**, Hong Kong

Frédéric Tardy, Chief Marketing, Digital, Data & Customer Officer, **AXA Asia**, Hong Kong

Jill Wong, Partner, **Howse Williams Bowers**, Hong Kong

**Subject to confirmation*

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November, 10th, Hong Kong

8:00 **Registration and Coffee**

9:00 **Campaign Asia's opening remarks**

Carolyn Meier, Head of Events, Asia Pacific, **Haymarket Media Group**, Hong Kong

9:10 **Rehabilitation in the public eye**

A leading financial institution presents on how they rebuilt their public image through powerful marketing strategies

9:40 **Trust, accessibility and transparency**

- Name the best practices in creating a transparent, accessible and accountable company image.
- How can marketers encourage loyalty and trust in their brand?
- How can you prevent clients and customers from spreading investments across multiple providers?

Includes Sli.do questions and answers

Moderator: **Anthony Desir**, Managing Director, **SAMI Funds**, Hong Kong

Speakers:

Sanjeeb Chaudhuri, Global Head of Brand and Chief Marketing Officer, **Standard Chartered Bank**, Singapore

Gloria Chung, Chief Marketing Officer & Head of Market Planning APAC, **J.P Morgan Asset Management**, Hong Kong

Mark Saunders, Group Chief Strategy & Marketing Officer, **AIA**, Hong Kong

Michelle Sprod, Head of Brand & Communications, Asia Pacific, **BNP Paribas**, Hong Kong

10:40 **Networking coffee break**

11:10 **Wearable Technology and the future of financial marketing**

Speaker: Ian Myles, Co-Founder and CEO, area 51, Singapore

11:40 **When regulations meet marketers**

Includes Sli.do questions and answers

Speaker: Jill Wong, Partner, Howse Williams and Bowers, Hong Kong

12:10 **Networking lunch break**

13:15 **Playing digital catch-up**

- Best digital practices for staying ahead of the competition, and the consumer, to achieve competitive advantage.
- Achieving competitive advantage through use of data and targeting capabilities
- Driving the buyer's journey through the targeting of the digital lifestyle of prospects
- How can brands incorporate digital offerings in their shop front services?

Moderator: **Daniel Flatt**, Editorial Director, **Haymarket Financial Asia**, Hong Kong

Speakers:

Suresh Balaji, Regional Head of Marketing APAC, Retail Banking and Wealth Management, **HSBC**, Hong Kong

Meredith Binder, Senior Director, Global Marketing, **S&P Global Market Intelligence**, USA

Gavin Gollogley, Head of Digital, Asia, **Sun Life Financial**, Hong Kong

Annika Payn, Head of Brand APAC, **Zurich Insurance**, Hong Kong

14:15 Building trust within financial services with best-of-breed thought-leadership

- Creating a robust framework for thought leadership and developing insights
- Using thought-leadership to create a dialogue - and therefore engage customers and build relationships
- Which channel? Considerations and consequences in delivering thought-leadership across different media
- Integrating with business development, marketing and communications to achieve commercial goals.
- Examples of effective, customer-centric thought leadership in commercial banking
- A checklist of what makes great thought leadership in financial services markets

Speaker:

Paul Dowling, Co-founder & Principal Analyst, **East & Partners**, Hong Kong

14:45 Marketing to the cynical consumer

- Producing content to overcome thinly-veiled advertising and changing the mindset of the cynical consumer
- Identifying content marketing strategies to overcome the cynicism in the modern consumer
- How should brands use digital strategies to improve consumer retention rates?

15:15 Networking coffee break

15:45 The future is now -- Adapting to disruption

- How can brands adapt their current business models in the face of competition from fintech, robo-advisory and P2P?
- To what extent does the financial services sector need to partner with non-traditional financial services providers to stay relevant with today's clients and consumers?
- How can the industry create an in-house solution to combat outside threats?

Includes Sli.do questions and answers

Moderator: **Matthew Miller**, Online Editor, **Campaign Asia-Pacific**, Hong Kong

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Mikaal Abdulla, CEO & Co-Founder, **8 Securities**, Japan

Dhvani Bhatt, Head of Direct Insurance, **Group Insurance, HSBC**, Hong Kong

Basker Rangachari, SVP and Head of Brand, Marketing and Customer Experience, **Mashreq Bank, UAE***

Angela Fung, Head of Marketing Asia Pacific, **Robeco**, Hong Kong

16:45 Fintech: Enemy at the gates?

17:30 Campaign Asia's closing remarks