

**apsma**

Asia-Pacific Professional Services Marketing Association

CELEBRATING  
**10 YEARS**  
IN ASIA IN 2016

# NAVIGATE

2016 APSMA  
Asia Annual Conference

Takeaways

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**BAKER & MCKENZIE**

# Navigating towards the big opportunities in a world of continuous change

APSMA Hong Kong celebrates its 10th anniversary this year and it is fascinating to see how our profession has evolved over the last decade. Back then most roles in Asia centred on marketing communications (mainly events and PR) with very few people's attention on business development (typically focusing on bids). There wasn't much alignment to growth nor to firm wide strategies. Sales, as a word, let alone a discipline, was, if not largely verboten, then certainly misunderstood. However, increasing competition, regulation and client demands, not to mention the vibrant and often volatile nature of certain Asian economies, has meant that all professional advisers have had to "lift their game" and take a truly strategic approach to growth and client relationships.

How has this affected us? Well, a few observations. Most professional services firms now have discrete sales, marketing, and communications functions embedded in the business; we have seen the emergence of strategic pursuits teams; the creation of client listening programmes; and the rise of integrated thought leadership, with a truly Asian flavour, provoking debate and opening up valuable conversations with clients.

Including Hong Kong, over 25% of APSMA's Asia-Pacific membership now resides in Asia. Our Singapore chapter, now in its third year, is thriving. Our Shanghai chapter was launched earlier this year. We have an APSMA President sitting in Asia for the very first time.

These are truly remarkable achievements, and are a positive sign of things to come.



**Nick Moore**

*Head of Business Development, Deacons  
Chair of APSMA, Hong Kong*



***A word from our sponsor, Baker & McKenzie***

Disruption is a term that has grown to capture a multitude of business challenges and opportunities in recent years, from Uber-isation to fintech incubation.

For many in the professional services sector, however, it has until recently been deemed largely 'over there', not something to be particularly concerned about in the world of reliable fees and loyal talent.

No more. For every venerable multinational law or accounting firm, there are today dozens of tech start-ups in the professional services universe looking at how to break down barriers to entry, challenge traditional business models and slash fees.

While there are some Partners within our firms who recognise and respond proactively to these changing times, it is often business development, marketing and communications professionals who bring news of major industry change back to our firms, challenging traditional thinking and driving actions as a result.

At Baker & McKenzie, we are attracting new talent from inside and outside of the professional services world with the understanding that many of the old ways of doing business are, or will soon be, no longer fit for purpose. From having the largest social media presence of any law firm in the world, to developing award winning thought leadership apps that drive revenue generation, we understand that to be successful in the age of disruption, you need to attract talent that likes to disrupt.

That is why the 2016 APSMA Asia Annual Conference was so relevant and thought provoking. Gathering under the theme of 'NAVIGATE', we were joined by highly engaged, like-minded business development and marketing practitioners from professional services firms across the region, looking to break with tradition, tell our stories in new ways and engage more effectively with clients as they face the same disruptive pressures we ourselves are beginning to face.

We are proud to have sponsored this year's conference, and look forward to adopting some of the valuable lessons garnered from the various plenary and breakout sessions into our never ending quest for business evolution and success.



***Laura Ashton***

*Asia Pacific Director  
Business Development, Marketing and Communications  
Baker & McKenzie*

# Opening Plenary:

## The Asian Business Leader of the Future

### *Creating the next generation of leaders in Asia*

A start-up mentality is critical for success in the 21st century. In the face of disruptive technologies, our problem solving skills will be increasingly in demand in a shifting landscape. Whether you are working in a large organisation or in a start-up, adopting an entrepreneurial mindset will be key.

Through technology we have access to information like never before. In a competitive market, it is how we use that technology that will set us apart.

With the rise of the millennial workforce and globally mobile teams, leaders will need to be more agile in engaging with their teams. Soft “people” skills are becoming more important for leaders, to complement experience and technical expertise. For professional services firms, the challenge is to bring out the human element in our organisations to attract new talent.

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### *Key takeaways:*



Technical skills are the entry point to leadership; they give you credibility. Your soft skills will help you develop and grow in the long term.



Empower your team to be creative, to find solutions and anticipate the problems of tomorrow.



‘If you have an idea that keeps you up at night, do something with it. If not, it will always only be a dream.’  
– Michelle Sun



### Speakers

#### Moderator

**Graham Seldon**, *Director, Seldon Rosser*

#### Panellists:

**Bin Wolfe**, *Asia-Pacific Managing Partner – Talent, EY*

**Michelle Sun**, *CEO and Cofounder, First Code Academy*

**Vincent Ng**, *Founder, 1+1=11 Productions and Curator, TEDxWanChai*



## Breakout 1:

# Cocktails Across Cultures

### *Maximising cross-cultural business interactions*

Different cultures – and individuals – have different communication styles that stem from deep cultural values. Those differences influence attitudes towards business development and marketing across Asia's diverse cultural landscape. By being aware of these differences, we can reflect on how to better approach work with people from across the region and around the world in how we network and build relationships. Developing intercultural business development and marketing strategies are a significant competitive advantage for professional services firms that compete globally.

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### *Key takeaways:*



**Speaker** Sean Dubberke, Director of Learning, RW3 Culturewizard

For more information, visit: <http://www.rw-3.com/>

## Breakout 2:

# Harness The Power of Visual Communications: Supercharge your Video Marketing

### *Supercharge your Video Marketing*

Video marketing is becoming a powerful tool for marketing and communications. Creating successful video content not only allows companies to engage and grow their audiences in a short amount of time, but the visual impact of a video can also enhance brand identity.

Adopting best practices for videos is a critical tool for professional marketers and communicators in order to achieve better marketing outcomes.

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### *Key takeaways:*



**1**  
Package your theme with a live story.

**2**  
Allow audiences to talk for you without directing the message yourself.

**3**  
Keep the video conversation ongoing by providing a platform for audiences to feed back.



**Speaker** Angela Cheung, Managing Director, APV

For more information, visit: <http://www.apv.asia/>

## Breakout 3:

# Disrupt or Be Disrupted: the New Client Experience!

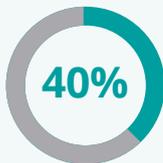
### *E-Commerce – the 21st century lifestyle*

Traditional businesses still think e-commerce is a business model but this is no longer the case – it is now a lifestyle. The Asian consumer is drawn to new and extraordinary trends, and we must learn how to adapt to these new business drivers.

We must be prepared to disrupt or be disrupted as our industry becomes more and more commoditised. We need to innovate and re-think what the future holds for us and what it means for our professional lives.

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### **Key takeaways:**



It has been predicted that in 10 years, over 40% of today's businesses will not exist in a meaningful way. So who will our clients be? We need to be prepared to think differently, embrace change, and accept a new generation of entrepreneurship and a collaborative economy.



Technology has changed the way we interact and the way we live our lives. Everything is becoming more interconnected and the business landscape is changing rapidly.



Experience, value, and customers are still the key business drivers.

**Speaker** Anson Bailey, Principal, Business Development, KPMG

For more information, visit: [www.kpmg.com/cn](http://www.kpmg.com/cn)

## Breakout 4:

# Build a KA-POWerful Personal Brand

### *Develop your leadership brand*

Your personal brand starts with identifying your core values. What do you want to stand for? Successful leaders are not afraid to speak their truth; they are authentic. People won't care how much you know until they know how much you care. Ask questions to intrigue your audience and strive to build meaning in your daily interactions.

Successful leaders communicate with confidence. Through adjustments in our pace, voice and body language, we can immediately boost our executive presence.

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### *Key takeaways:*



#### **Create your brand**

Undertake a brand audit to identify your values. What are the things that inspire and energise you? These will become your brand words.



#### **Connect with your audience**

How do you want people to associate with you? Start with a positive comment. The most compelling personal brand is one which intrigues your audience.



#### **Communicate with impact**

Pay attention to your body language. Remember: *'People will forget what you said, people will forget what you did, but people will never forget how you made them feel.'*

-- Maya Angelou.

**Speaker** Nidhi Kush Shah, Founder & Director, Alchemy Consulting

For more information, visit: <http://www.alchemyconsulting.asia/>

## Breakout 5:

# Storytelling for Leaders® Overview

### *The power of stories*

Stories are incredibly powerful in many business situations. Some people use them naturally and we often (secretly) admire the ease with which these gifted few can influence, engage and inspire.

However, with a few core skills, this power is available to everyone. All it takes is a well-constructed message and an understanding of who your audience is. A carefully crafted story resonates with people and will be easier to remember.

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### *Key takeaways:*

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- Context** frames the story.
  - Clarity** means delivering a better message.
  - Structure** allows your audience to better digest your information.

**Speaker** Perry Lam, Founder and Chief Excellence Officer, The LAM Institute

For more information, visit: <http://laminstitute.com/team.html>

## Breakout 6:

# Communicating Powerfully as a Sales Leader

### *Make stakeholders pay attention*

It's important to connect sales communication with change management. Identify the psychological aspects to engaging others with different styles when asking them to elicit a change. To generate a change in behaviour, i.e. a sale, personalise your communication style, not just what you say, to the individual on the receiving end. Connecting your sales messages to emotions strengthens the personalisation and also increases the likelihood of being heard.

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### *Key takeaways:*

Change management requires personalisation, an emotional side to your messages, and a structure to ensure those messages flow.

Tailor your message and flex your style to your sales target, whether internal or external, as each will need to come on the sales journey with you.

Sales can be thought of as change management.

**Speaker** **Mark Weston, Director & Head of APAC, Arcadia Consulting**

For more information, visit: [www.arcadiaconsulting.com](http://www.arcadiaconsulting.com)



# Closing Plenary:

## Are you CX-perienced? Get inside your customer's head

### *Transform your client relationships*

How do customers navigate your business? Are you a guide or a gatekeeper?

Salesforce, Ogilvy & Mather and Huawei Technologies shared valuable insights about the technology and frameworks that help businesses get up close and personal with their customers in unprecedented ways. Different consumer facing businesses use different methods to connect with customers.

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### *Key takeaways:*

#### **Understanding the customer journey**

Walk in your customers' shoes: pretend you are the customer, and understand the experience from their perspective. Put the client at the heart of everything you do, and ensure the rest of the organisation is doing the same.

#### **Engaging the customer**

It is critical to understand the process and then institutionalise it. For example, think of a 5 star hotel. Exceptional customer experience is 90% science and 10% art.

#### **Creating a client-centric culture**

Customer centricity is key at Huawei, and the CEO runs regular 'self-reflection' sessions with different parts of the business to improve customer experience.

### **Speakers:**

#### **Moderator:**

**Virginia Morris**, Managing Partner, Bamboo Difference

#### **Panellists:**

**Adam Darvell**,  
Director of Strategic Innovation APAC, Salesforce.com

**Huw Gildon**,  
Chief Strategy Officer, Ogilvy & Mather

**Walter Jennings**,  
Vice President, Corporate Communications, Huawei Technologies



Asia-Pacific Professional Services Marketing Association



Thank you to all who attended the  
**2016 APSMA Asia Conference – Navigate.**  
We look forward to seeing you next year.

For more information on APSMA,  
visit: <https://www.apsma.com.au/>.