



## Agenda

| Time               | Title / Description   | Speakers   |
|--------------------|---|--|
| 12.30 pm - 1.15 pm | <b>Registration, Lunch &amp; Networking</b>   |  |
| 1.15 pm            | <b>Opening Remarks</b>  | Penny Thomas, President, ICON and Head of Business Development Marketing Asia Pacific, JLL   |
| 1.25 pm            | <b>Keynote: It's easier to love a brand when the brand loves you back.</b><br>Sisca Margareta, Chief Marketing Officer, Asia Pacific for Experian – one of the world's leading information services companies - will share Experian's story of transformation into a truly customer-centric organisation and how it's facilitated their sales growth across the region. Find out how Experian shifted their Net Promoter Score results from -28 to +38 - a 66 point increase in just 5 years - and what it took to shift the organisation, their sales and marketing functions, to get there.   | Sisca Margareta, Chief Marketing Officer, Experian APAC  |
| 2.00 pm            | <b>XQ - The NeXt Intelligence</b><br><br><b>Panel: Adapt to survive</b><br>In our first panel of the day, we're going to tackle hot topics with an interactive session from our audience and our four impressive panellists across Sales, Marketing, Communications and Technology. Get ready to hear their thoughts on the trends for the next year, and their future predictions, that will leave us all thinking about how we need to adapt to survive.  | <b>Moderator:</b> Priyanka Nadkarni, ICON Board Member and MD, Window Seat Consulting<br><br><b>Panellists:</b><br>Andrew Swinton, Managing Director ANZ/SEA at Taa<br>Aman Chawla – Regional Programmatic Lead, Global Partnerships, Google<br>Adeline Ashdown, Marketing Director, Investor Services, JLL<br>Dan Smith, Associate Director, BD, Marketing and Communications, Baker McKenzie Wong & Leow |
| 2.40 pm            | <b>CQ - Customer Intelligence</b><br><br><b>Panel: Being customer led is more than just a tagline</b><br>Every interaction, no matter how small, can impact a client relationship. Luke Soon, Partner – Client Experience at EY, will share what it really means to be client centric and how to breed this mentality through teams. Nicholas Oxborrow - Director of Fabulation and Riche Menke - Principal of Eight Inc., will share how you can use experiences to engage and strengthen relationships within your target audience. Kelly Johnston - General Manager, Singapore of MHP Communications, with a background in relationship management and a keen eye for impactful messaging, will be moderating the panel. | <b>Moderator:</b> Kelly Johnston, General Manager, Singapore, MHP<br><br><b>Panellists:</b><br>Richa Menke, Principle, Eight Inc.<br>Luke Soon, Partner, EY<br>Nick Oxbrow, Founder & Director, Fabulation   |
| 3.15 pm            | <b>MQ - Market intelligence</b><br><br><b>Panel: Bring your 4WD for the new B2B landscape</b><br><br>Our panellists for this session will share their experiences and adventures driving change and learning to adapt to the ever-developing B2B landscape. Representatives from B2B industry and journalism will speak on what they have observed inside the big B2B firms and more broadly in the marketplace. We'll look at lessons learned in the past, how they have seen others adapt to the bumps in the road and what successful measures firms and those at the wheel within them have taken to tackle the new terrain.  | <b>Moderator:</b> Grant Butler, Managing Director, Editor Group<br><b>Panellists:</b><br>Bill Decker, Director, Business Development APAC, EY<br>Clinton Swan, Senior Business Development Leader  |
| 3.50 pm            | <b>Coffee Break / Networking</b>  |  |
| 4.15 pm            | <b>BI - Business intelligence</b><br><b>Panel: Managing and leading in the digital age</b><br>Digital transformations are more often than not, a multi-year effort that requires very careful planning and effective stakeholder management. Our speakers will share their different perspectives on what it takes to transform their organisation in this digital age. You will also learn about some of the strategies they use to effectively manage stakeholders to continuously enhance the value proposition of their business.   | <b>Moderator:</b> To be announced<br><br><b>Panellists:</b><br>Angela Williams, Head of Marketing & Communications and Fintech Partnerships, Asia Pacific, Westpac<br>Shawn Heng, Regional Head of Business Development & Grab for Business, Grab<br>Carolyn Chin-Parry, Management Consultant   |
| 4.50 pm            | <b>TQ - Technology Intelligence</b><br><br><b>Panel: Levelling Up in the Digital Age</b><br><br>As we enter into the new digital age where technology has and will continue to change how businesses operate and how they can delivery experiences to your clients. For the last panel of the day, our seasoned panellist will be sharing their personal experience and covering the latest technology and digital tools, trends and strategies in the market. Session topics include: measurement and data, social media, emerging technology and more.  | <b>Moderator:</b> To be announced<br><br><b>Panellists:</b><br>Kelvin Lee, Global Social Media Director, Refinitiv<br><br>Gabriel Lim, Chief Executive Officer & Co-founder, Saleswhale  |
| 5.35 pm            | <b>Closing Remarks</b>  |  |
| 6.30 pm - 8.30 pm  | <b>Cocktail Function</b>  |  |