

**apsma**

Asia-Pacific Professional Services Marketing Association

CELEBRATING  
**10 YEARS**  
IN ASIA IN 2016

# NAVIGATE

**2 June Hong Kong**

**2016 APSMA  
Asia Annual Conference**

**Programme  
Booklet**

# NAVIGATE



## 2016 APSMA

## Asia Annual Conference

Megatrends, strategy changes, business transformation, digital disruption... each day we're faced with new challenges, distractions, and opportunities to drive business success. How do we navigate the complexities of our industry, organisations and careers?

As we welcome you to this year's Fourth Asia Annual Conference we hope you will enjoy hearing from leading subject matter experts in cultural change, communication, customer experience, technology, personal brand building, social media, digital marketing and presentation skills best practice.

### DATE

Thursday, 2 June 2016

### TIME

Registration: 12:15

Conference: 13:00 – 18:10

Cocktail reception: 18:15 – 21:00

### VENUE

Hyatt Regency Hong Kong  
18 Hanoi Road  
Tsim Sha Tsui, Kowloon  
Hong Kong



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# CONFERENCE PROGRAMME

12:15 – 13:00

**Arrival & Registration (lunch provided)**

13:00 – 13:10

**Welcome & Introductions**

13:10 – 14:00

**The Asian Business Leader of the Future**

Your career may have started in the third industrial revolution, but can you be a leader in the fourth? As the internet of things evolves into the internet of everything, how globally connected are you? As people move from the 9-to-5 office to working flexibly across geographies and time zones, can your management style stretch too?

**MODERATOR**

**Graham Seldon** Seldon Rosser

**PANELISTS**

- **Bin Wolfe** Asia-Pacific Managing Partner for Talent, EY
- **Michelle Sun** CEO and Cofounder, First Code Academy
- **Vincent Ng** Founder, 1+1=11 Productions and Curator, TEDxWanChai

14:00 – 16:50

**BREAKOUT SESSIONS**

Select four sessions to attend.

**BREAKOUT 1**

**Cocktails Across Cultures**

ROOM: SALON I

Want to learn how to maximise your cross-cultural business interactions?

Join us to challenge your assumptions and eliminate stereotypes by focusing on deep cultural values and how they influence your attitudes towards business development and marketing across Asia's diverse cultural landscape. Learn how to infuse your networking style with our intercultural business strategies and reflect on how you can better approach your work with people from across the region and around the world.

- **Sean Dubberke** Director of Learning, RW3 CultureWizard

PLEASE REFER TO PAGE 6 FOR A FLOOR PLAN



## BREAKOUT SESSIONS

### **BREAKOUT 2** **Harness The** **Power of Visual** **Communications:** **Supercharge Your** **Video Marketing**

ROOM: SALON II

V for Video, V for Victory! In this engaging and practical session, professional marketers and communicators will learn how to achieve better marketing outcomes by adopting 'best practice' in video. Understand where to start, digest emerging trends and pick up tips on how to harness an existing, relevant fanbase in just two easy steps.

➤ **Angela Cheung** Managing Director, APV

### **BREAKOUT 3** **Disrupt or be** **Disrupted:** **the New Client** **Experience!**

ROOM: SALON III

Traditional businesses still think e-commerce is a business model. That is not the case; it is now a lifestyle! Walk through some of the extraordinary trends that the new Asian consumer is drawn to and learn how you can adapt to these new business drivers.

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

### **BREAKOUT 4** **Build a** **KA-POWerful** **Personal Brand:** **Strategic Business** **Networking** **& Personal** **Branding Skills**

ROOM: SALON IV

What do successful and influential leaders have in common? A powerful personal brand, inspiring and impactful communication, a solid network of people, a magnetic presence and an elusive charisma around them. Not too much to ask for, right? Get quick and practical tools on how to deliver a compelling and memorable personal brand slogan, learn how to exude presence, boost your personal brand and create meaningful connections, all while branding and networking.

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

### **BREAKOUT 5** **Storytelling** **for Leaders®**

ROOM: SALON V

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 few core skills, this power is totally available to everyone. Join this Storytelling for Leaders® inspired session to tap into the natural power of stories.

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

CONTINUED NEXT PAGE

# CONFERENCE PROGRAMME

## BREAKOUT SESSIONS

### **BREAKOUT 6** **Communicating Powerfully as a Sales Leader**

ROOM: BALLROOM

Having trouble getting stakeholders to pay attention to you? Equip yourself with an elegant framework for communicating powerfully. Learn the importance of leading with a macro view before chunking down to the micro, experience the power of the emotional side of your message, and appreciate the importance of tailoring whilst navigating a complex set of stakeholders.

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

17:00 – 17:55

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

How do customers navigate your business? Are you a guide or a gatekeeper? Hear from Huawei, Salesforce and Ogilvy & Mather about the technology and frameworks that help businesses get up close and personal with their customers in unprecedented ways. Transform your own client relationships.

#### **MODERATOR**

**Virginia Morris** Managing Partner, Bamboo Difference

#### **PANELISTS**

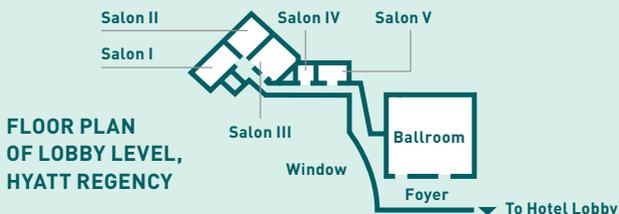
- **Christopher Brewer** Vice President, Partner, Customer Strategy, Ogilvy & Mather
- **Adam Darvell** Director of Strategic Innovation APAC, Salesforce.com
- **Walter Jennings** Vice President, Corporate Communications, Huawei Technologies

17:55 – 18:10

### Closing

18:15 – 21:00

Cocktail reception and prize draw at the Chin Chin Bar  
Team networking game facilitated by Press Start Hong Kong



# SPEAKERS' BIOGRAPHIES



**ANSON BAILEY** has spent the last twenty years working in both industry and professional services covering strategic consulting across APAC including Australia, China, Hong Kong, Malaysia, Singapore and Thailand.

Anson joined KPMG in Hong Kong in 1999 and is currently a Partner based in the Hong Kong office supporting the business development efforts across the KPMG China Practice. He is part of the Regional Consumer Markets Practice Leadership team and the High Growth Tech & Innovation Group based in Hong Kong as well as being a member of the Global Technology Innovation Centre.

Anson has been active in driving a number of strategic initiatives including a series of thought leadership and insight briefings for senior executives covering the technology and e-commerce arena.



**CHRISTOPHER BREWER** is Vice President and Partner, Customer Strategy, at Ogilvy & Mather. With over 15 years of global experience in customer strategy and CRM, Christopher has led Strategy and Analytics at the most prestigious agencies, including SapientNitro, The Marketing Store and McCann. He brings a wealth of experience, having partnered with clients such as Ralph Lauren, La Prairie, American Express, Adidas, Johnson and Johnson, Richmond, IBM and The Economist.



**ANGELA CHEUNG** has over 20 years' experience leading broadcast and production groups across Asia and oversees her teams to deliver strategy-led content that aligns with the business goals of clients and engages their target audiences. Her passion for video elevates channel branding, content marketing and internal communications strategies.

Previously, Angela was the Regional Director of Production at Walt Disney Television during a golden period when 11 Disney channels launched in Asia. Prior to that, she was Head of Production at Fremantle Asia and a Senior Producer for Channel [V] and MTV in Hong Kong.

Angela has been awarded Gold at the Asian Television Awards, an ABU/Casbaa Unicef Child's Rights Certification of Recognition and a World Media Festival Silver medal.

# SPEAKERS' BIOGRAPHIES



**ADAM DARVELL** is the Director of Strategic Innovation APAC, at Salesforce.com. Adam leads the Asia Pacific Salesforce strategic innovation practice to help customers address their most significant business challenges and design a vision for future success.

Adam has played key roles in the design, implementation and ongoing management of customer experiences and new products across several key industries.

Previously Adam held executive positions in companies operating in the Aviation, Operations, Logistics, Manufacturing and IT industries.



**SEAN DUBBERKE**'s work focuses on developing culturally agile professionals. He leads a global network of facilitators who together design and deliver immersive learning experiences for clients that include AECOM, Allen & Overy, Gap Inc, Hasbro, HSBC, Jardines, KPMG, PwC, Thomson Reuters and The Walt Disney Company.

Sean is based in New York and holds a MSc in Economic History from the London School of Economics and a MA in Global Studies from the University of Leipzig, Germany. Sean speaks Spanish fluently and has studied Arabic, German, French and Japanese. He has lived and worked abroad in Germany, Spain, the UK, and has traveled to 50+ countries.



**WALTER JENNINGS** is Vice President in Corporate Communications for Huawei Technologies LTD. Jennings is a seasoned global public relations professional with over 30 years of experience in Greater China, Southeast Asia, Australia and the US. A corporate communications expert, Walter has been an advisor to top management on strategic positioning, brand management and media relations. Prior to Huawei, Walter was Managing Partner at Kreab Gavin Anderson, a financial, corporate and PR consultancy where he led client teams for The Wall Street Journal, The World Health Organisation and United Nations Water.

## THANKS TO OUR SPEAKERS



**PERRY LAM** is the Founder and Chief Excellence Officer of the LAM Institute over the last 10 years. Based in Hong Kong, he empowers global business leaders and their teams to ignite their Executive Presence through Storytelling, Thinking and Persuasive Communications.

Prior to establishing the LAM Institute, Perry held various country and regional leadership roles for Xerox Corporation and DHL Worldwide Express, most recently as the Regional Director of Sales, Asia.

Perry's passion is "Storytelling for Leaders®" enabling Leaders to tap into their natural power of stories to simplify change and make their strategy stick. He enables Leaders and their organisations to be more human and engaging. Perry devotes his spare time to NGOs as well as being a Curator for TEDx Speakers.



**VIRGINIA MORRIS** is the Managing Partner of Bamboo Difference, the Co-Founder of Optimal Life Hacks and Chief Superhero of MAD Office Hero. Virginia has over 15 years of experience in managing and growing some of the world's largest corporate brands. At Bamboo Difference, Virginia brings together leadership development and Corporate Social Responsibility (CSR) with a view to developing leaders committed to profitability and long-term sustainability.

Having held senior positions with Starbucks Coffee International, The Economist Group and Air New Zealand, Virginia brings a unique combination of coaching, facilitation, consulting and corporate marketing background. In 2012, she created the MAD Office Hero program, an online platform for developing leadership skills.

# SPEAKERS' BIOGRAPHIES



**VINCENT NG** is Founder of 1+1=11 Productions, a pioneer creative agency and Curator, TEDxWanChai.

He has spearheaded initiatives on technology, entertainment, and design; theatre and video production; travel and hospitality, and non-profit management and entrepreneurship.

As Curator of TEDxWanChai, one of the most established TEDx programmes in Hong Kong, Vincent believes passionately that we all have a role to play in empowering people to find solutions to their own problems while embracing the challenges of an ever-increasing complex world.

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**GRAHAM SELDON** is a Founder and Director of Seldon Rosser, a recruitment consulting firm that specialises in the sourcing and placing of Business Development, Client Focused and Marketing executives for professional service firms across Asia.

Throughout his 20 year recruitment career he has been at the forefront of identifying the skills that professional service firms invest in and has helped over a thousand people navigate their career at all levels.

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**NIDHI KUSH SHAH** is an entrepreneur, internationally-sought-after-speaker, writer and business coach. She is extremely passionate about inspiring and helping people to dream big and achieve their goals. Her motto is to truly make a tangible difference in the careers and lives of people she works with.

Specialising in Personal Branding, Communication, Interpersonal and Intercultural Skills, Nidhi delivers bespoke training and coaching solutions which are inspiring, practical and simple. Some of her past and present clients include: EY, Christie's, Mercer Consulting, Ogilvy & Mather, Pernod Ricard, RPC and Royal Bank of Canada among others.

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## THANKS TO OUR SPEAKERS



**MICHELLE SUN** is CEO and Cofounder of First Code Academy, an education start-up that teaches coding, computational thinking and developing an entrepreneurial mindset to children and teens.

She has held various technical roles in high growth start-ups in Silicon Valley, and was the first growth hacker at Buffer and Bump Technologies (acquired by Google in 2013).

Her work has received international and regional recognition, including the BBC 30 Under 30 Women Entrepreneurs in 2015; Women of Hope Award (Entrepreneur Category 2015) and the American Chamber of Commerce Women of Influence Awards (Young Entrepreneur Category 2015).



**MARK WESTON** has over 15 years of international experience working with individuals, teams and organisations, to drive superior results.

Mark is passionate about making sure people pay attention to the mindset and process of peak performance, rather than just focusing on technical expertise. He believes firmly that there are specific behaviours that if replicated, will have a dramatic impact on how people think, feel and do!

An engaging speaker, this is Mark's third consecutive year presenting at APSMA. His clients past and present include: JPMorgan, KPMG, Deloitte, EY, PepsiCo, Deutsche Bank, Clifford Chance and AstraZeneca.



**BIN WOLFE** is the Asia-Pacific Managing Partner for Talent at EY.

She oversees all EY's human resources-related functions and processes to support EY's 36,000 people across 22 markets. Bin's role includes driving the development of a high performance teaming culture – one that attracts top talent into the organisation, and provides people with an inclusive and engaging work environment and tremendous opportunities for personal and professional development.

As co-chair of the Asian Talent and Diversity Council of The Asia Society, Bin is helping to drive the dialogue forward on Asian leadership development.

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Arcadia is a professional services consultancy specialising in sustainable behavioural and cultural change. We call ourselves Architects of Change.

By applying current neuroscience practice we work with clients across a range of industries around the globe to deliver phased cultural change programmes and interventions to develop the capability of their leaders.

We put people at the centre of everything we do. We believe in being provocative and innovative and aim to help each client, and their people, to be the best they can possibly be.

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 **RW<sup>3</sup>**  
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RW3 CultureWizard is an intercultural learning organisation that supports the development of culturally agile, global professionals through a unique blend of online, mobile and instructor-led learning. CultureWizard is their flagship online learning platform, which makes it fun and easy to build intercultural competence whenever you need it, on whatever device you prefer.

RW3 CultureWizard specialises in global and virtual team-building, global leadership development, international assignment and business traveller support, country-specific learning in addition to a range of topics relevant to working effectively across cultures.

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Seldon Rosser is an Asia-Pacific recruitment business founded on more than 20 years' experience. With a primary focus on professional services positions, we are recognised as leaders in your industry. We have worked with most of the world's top 100 law firms, Big 4 accounting, global consulting, engineering and design firms in Beijing, Hong Kong, Singapore, Shanghai and Tokyo placing BD and Marketing professionals at all levels.

We regularly publish market insights and salary surveys and are seen as the "go to" agency by many firms when they are hiring talented staff. We take your career seriously; if you do too then make sure you talk to us before your next move.

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St. James's Place is one of the largest wealth management companies serving the expatriate community living and working in Asia. We have many years of experience and have offices in Hong Kong, Shanghai and Singapore.

The strength of our business is underpinned by satisfied clients, their referrals and the dedication of our unrivalled team of St. James's Place advisers. Constantly evolving to meet the ever-changing needs of our diverse client base, we are personally committed to providing quality face-to-face advice and the very best client service.

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Baker & McKenzie has been present in Asia-Pacific for more than 50 years and has been a key adviser to Asia-Pacific's most established and respected companies, financial institutions and government organisations. Our 1,000+ lawyers in 16 offices across major cities and Asia's emerging markets (including seven of the ASEAN economies)

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are locally qualified and globally experienced. Globally Baker & McKenzie has 75 offices in 47 countries.

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Conventus Law is an online legal media platform with a Asia-Pacific focus on helping and making life easier for the legal community doing business in Asia.

At Conventus Law, we are passionate about two things. We want to help businesses investing in Asia turn legal challenges into business advantages and we want to make it easier for leading law firms to raise their profiles with the business and legal community.

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### SILVER SPONSOR KPMG



KPMG operates as a global network of independent member firms offering audit, tax and advisory services; working closely with clients, helping them to mitigate risks and grasp opportunities.

Member firms' clients include business corporations,

governments and public sector agencies and not-for-profit organisations. They look to KPMG for a consistent standard of service based on high order professional capabilities, industry insight and local knowledge.

KPMG member firms can be found in 155 countries. Collectively they employ more than 174,000 people across a range of disciplines.

Today, KPMG China has around 10,000 professionals working in 17 offices, including Beijing, Beijing Zhongguancun, Shanghai, Shenzhen, Hong Kong SAR and Macau SAR. With a single management structure across all these offices, KPMG China can deploy experienced professionals efficiently, wherever our client is located.

[www.kpmg.com/cn](http://www.kpmg.com/cn)

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### VIDEO PRODUCTION SPONSOR APV



APV (formerly known as Asia-Pacific Vision Ltd) is a full-service video production company headquartered in Hong Kong.

We love making videos: corporate TV, brand and viral videos, factual programming, documentaries, channel branding, training and more. We can create your video content strategy from scratch and continue to produce stories to feed your website, social media

platforms, internal TV channel. We also provide workshops in handling the media, presentation skills and video communication.

[www.apv.asia](http://www.apv.asia)

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### LUNCH SPONSOR Cedele



Launched in 1997, Cedele has become a diverse destination for delicious, nutritious food with outlets across the globe. Introduced to Hong Kong in 2013, our bakery-café, retail bakeries and bakery kitchens serve up classic comfort food with a creative twist, championing naturally healthy ingredients and time-honoured, artisan techniques.

Our principled approach means we never use trans fats or artificial ingredients, and we carefully select each and every ingredient for its nutritional richness and exceptional flavour. All our recipes are taste-tested and made from scratch each day, so you can enjoy food that is positively delicious!

<http://hk.cedelegroup.com>

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Established in 1986, cievents is an award winning full-service event management agency with offices in London, Birmingham, Sydney, Melbourne, Brisbane, Perth, New York, Auckland, Hong Kong and Johannesburg.

As an event management agency with a full suite of services, we offer a seamless and dynamic solution from multidisciplinary teams with outstanding creative and meticulous attention to detail. As a member of the Flight Centre Limited group we can ensure optimal negotiating strength worldwide through exceptional relationships with hotels, airlines, regional authorities and exhibition centres.

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Platinum Wines offers luxury wine, whisky, cigar and lifestyle experiences for private clients across Asia. Whether you are a novice or a connoisseur, a collector or an investor, our team is committed to delivering the highest quality through our range of services including: wine, whisky and cigar collections/investments, VIP vineyard/distillery buying trips

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and tours, private labelling, auctions, ownership in wineries/distilleries and various private events.

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HONG KONG

Press Start Hong Kong is a first-of-its-kind games and events venture. Our goals are threefold: 1) to build a community of game lovers in Hong Kong; 2) to design and curate games-centric experiences; and 3) to educate and inspire through games.

Founded in 2014, Press Start Hong Kong has expanded in scope to also include event-planning. We opened our first event space in Central, Hong Kong in October 2015, and we are making our first foray into education and media.

[www.pressstart.com.hk](http://www.pressstart.com.hk)

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When it comes to baking, we are passionate believers in the natural taste of the ingredients we use.

No matter the form of the product, it's the flavours

and aromas that we want to accentuate.

All of our products are homemade and handmade, low in sugar and low in fat, and we fuse authentic ingredients into all our mixes to ensure maximum flavour and aroma. There's nothing more satisfying than to experience the lingering aftertaste of a tea or the slight bitterness of chocolate after the cookie crumbles.

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## TAPevents

TAPevents is a leading global event technology agency offering a collection of specialised apps and iPad rental. The sophisticated interactive features of our apps creates a dynamic, flexible and engaging experience for all event delegates.

Over the years we have successfully collaborated with major financial, pharmaceutical, manufacturing and legal conglomerates throughout Asia, Europe and the Americas. For event managers we help reduce labour, provide on-site flexibility and post-event data to improve their future events.

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## ABOUT



Asia-Pacific Professional Services Marketing Association

APSMSA, or the Asia-Pacific Professional Services Marketing Association as it is officially known, is a not-for-profit association and the only industry body representing business development, marketing and communications professionals in the Asia-Pacific region working for professional service firms.

APSMSA's origins started in Australia in 1993. In 2006 APSMSA launched two new chapters: Hong Kong and New Zealand. The Singapore chapter was launched in 2012, with its newest chapter, Shanghai, created in 2015.

### VOLUNTARY NATURE

Each of APSMSA's chapters are run by a team of marketing and business development professionals who volunteer their time to carefully plan, create and deliver an annual programme of workshops and seminars about topical subject matter, and host various social events to enhance networking. The team is passionate about promoting industry excellence and best practice.

## AP SMA Hong Kong Committee Members

A special thanks goes to all the AP SMA Hong Kong Committee Members and a number from Singapore\*, who dedicated hundreds of hours over the past year to deliver today's fourth annual conference.



**Anthony Nichola**  
Client Development Manager – Asia  
Linklaters



**Alex Grell**  
President, AP SMA  
Asia-Pacific Pursuits Leader  
EY



**Boie Ho**  
Business Development Manager  
Stephenson Harwood



**Chris Cowley**  
Director – Strategic Pursuits  
ASPAC Markets  
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**Gemma Lau**  
Business Development Manager  
KPMG



**Grace Lau**  
Asia-Pacific Client Insights Leader  
Business Development  
EY



**Jeannie Leung**  
Business Development Manager  
Norton Rose Fulbright LLP  
Hong Kong



**Kane Dowsett**  
Brand, Communications  
and Marketing Manager Asia-Pacific  
Clifford Chance



**Karen Tam**  
Insurance Sector Executive  
& Senior Manager  
Business Development  
KPMG



**Katie Attfield**  
Director, Head of Marketing  
& Communications, Asia-Pacific  
Global Workplace Solutions  
CBRE



**Lauren Hughes**  
Senior Manager  
Marketing and Business Development  
Freshfields Bruckhaus Deringer



**Momoko Ogata**  
Business Development  
and Marketing Manager  
Asia / Global Capital Markets  
Paul Hastings LLP



**Nick Moore**  
Chair, AP SMA Hong Kong  
Head of Business Development  
Deacons



**Treena Nairne**  
Asia-Pacific Diversity and Inclusiveness  
Talent  
EY

### SINGAPORE

**\*Alice Hutton**  
Senior Business Development  
& Marketing Manager  
Baker & McKenzie.Wong  
& Leow

**\*Beatrice Seilern**  
Managing Editor  
Giles Publications

**Cheryl Lee**  
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**Derrick Wong**  
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TMF group

**Susan Bassett**  
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**Eva Hildebrand**  
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**Karen Brown**  
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SEA Clients & Markets  
Deloitte

**\*Katina Mac Suibhne**  
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**\*Penelope Thomas**  
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Manager, Southeast Asia  
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**Priyanka Nadkarni**  
Marketing Lead, International  
Westpac Banking Corporation

**Rebecca Wright**  
Practice Development Manager  
– Asia Corporate, M&A, Private  
Equity & Investment Funds  
White & Case

**Regina Kennedy**  
Consultant

### SHANGHAI

**Joy Kot**  
Business Development Manager  
Clyde & Co

**Lynsey Willenberg**  
Business Development Manager  
PwC

**Linda Guo**  
Office & Business Manager  
Finnegan

**Sally Hong**  
Marketing Advisor  
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For more information visit [www.apsma.com.au](http://www.apsma.com.au)  
or email [info@apsma.com.au](mailto:info@apsma.com.au).

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