



MALAYSIA

16th April

Day One Programme

Registrations/Delegates Kit	8:00am	Morning Coffee/Tea
Welcome Note	9:00am	Prof. Harmandar Singh , APPIES Malaysia President, Regional Publisher MARKETING
GUEST SPEAKER	9.15am	PAUL STEWART - Special Advisor, Strategy & transformation, Speaker, Author, TMI (based in New Zealand) TOPIC : Cut out the waste! It's time to go beyond the half-truths of marketing
REFRESHMENTS & NETWORKING	9:45am - 10:30am	Coffee/Tea

CATEGORY	TIME	CAMPAIGN/TITLE	Ref. Page	HALL	BRAND	PRESENTER/S
Pro-Bono, Government & Cultural	10:35am - 10:55am	MyStories: A Series of Stories That Salute Malaysian Unsung Heroes	10	A	MayBank	Kassandra Kassim Shazlina Mohd Suffian
Pro-Bono, Government & Cultural		Financial Education program	10	B	Prudential Assurance Malaysia Berhad	Melissa Ngiam Nurzulfikar Ali
Food & Beverage	11:00am - 11:20am	CalciYum - Kids Choice Mum Approved	7	A	CalciYum	Jeremy Kuan Hugo Pacheco
Consumer Services		Celcom Merdeka Integrated	2	B	Celcom Axiata Berhad	Azeril Johari Chia Mei Yeng
Consumer Services	11:25am - 11:45am	Boost It's Raining Angpows	1	A	Boost E-wallet	Liyana Shazreen Mabel Cheah
Consumer Durables		Levi's: Building an authentic connection with Millennials during Raya	1	B	Levis Strauss	Eldon D'Cruz Natasha Aziz
Consumer Services	11:50am - 12:10pm	From One of Many to One and Only	6	A	UNIFI - Telekom Malaysia Berhad	Alex Goh Eelyn Kong
Food & Beverage		Domino's Cheese Tarik	8	B	Dommal Food Services Sdn Bhd	Nizfaraz Noor Eddy Nazarullah
Food & Beverage	12:15pm - 12:35pm	Dairy Champ "Mestilah" Launch Campaign	7	A	Dairy Champ	Ramakrishnan C.N. Mark Karmen
Consumer Services		The Unlimited Data Storm	6	B	U Mobile	Casey Loh Tan Chieu Mei
LUNCH buffet	12:40pm - 2:00pm	BREAK & Networking				

GUEST SPEAKER	2:05pm - 2:40pm	DAMIEN CUMMINGS - Chief Executive Officer, Peoplewave TOPIC : The challenging relationship between brands and agencies: Busting taboos and creating more empathy and understanding
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CATEGORY	TIME	CAMPAIGN/TITLE	Ref. Page	HALL	BRAND	PRESENTER/S
Consumer Services	2:45pm - 3:05pm	e-Duit Raya / Salam & Menang	3	A	Maybank	Remy Khoo Chong Yen Kai
Consumer Services		Turn NIVEA into a K-drama star!	4	B	Nivea	Tan Sui Yen Melissa Abu Bakar
Food & Beverage	3:10pm - 3:30pm	Goodness Feeds Greatness	8	A	Fernleaf	Rafiq Ridzwan Hugo Pacheco
Consumer Services		Celcom Legenda 5 Sekawan Series	2	B	Celcom Axiata	Azeril Johari Chia Mei Yeng
REFRESHMENTS	3:30pm - 3:55pm	BREAK & Networking				
Consumer Services	4:00pm - 4:20pm	PruBSN Anugerah - Sentiasa Disisimu	4	A	PruBSN Anugerah	Siti Hajar Rizlan Wan Saifulrizal
Consumer Durables		NIVEA Men MyPadang: Getting men excited about skincare through sports	1	B	Nivea Men	Karan Chhabra Natasha Aziz
Consumer Services	4:25pm - 4:45pm	CIMB Gong Xi Nasi Lemak	2	A	CIMB	Darren Lee Mohamad Faisal
Food & Beverage		Dairy Champ - Paralympian Campaign	8	B	Dairy Champ	Kevin Vijaya Mark Karmen
Consumer Services	4:50pm - 5:10pm	Shell Emotion Tracking Study	5	A	Shell Malaysia	Sailesh Wadhwa Maha Dhurairaj
Consumer Services		Adventure Live	1	B	AirAsia	Liew Wai Fun
Food & Beverage	5:15pm - 5:35pm	Are You Jaguh Ayam	9	A	The Chicken Rice Shop Restaurant	Kevin Vijaya Wong Kah Lin
Food & Beverage		Anything Is Better With KFC Golden Egg Crunch	9	B	KFC	Alyafarah Zainudin Tang Yee Kah
END OF DAY ONE	6:00pm					