



APAC Effie Forum 2018

Friday, 27 April 2018, 9.00am - 2.30pm
Registration Begins at 8.30am
Four Seasons Hotel, Crescent Ballroom

0830 - 0900	Registration	
0900 - 0915	Opening Address	
	APAC Effie / CAAAA / SAA	
0915 - 0945	Effie Showcase 1	
	Most Effective Works from Global Effies	
	Traci will be speaking on the Effie model of assessment and will showcase winners from the Global Effies 2017.	
	Traci Alford , President & CEO, Effie Worldwide	
0945 - 1100	Effie Showcase 2	
	Most Effective Works from Asia Pacific	
	Hear first-hand from the 2018 winners as they dive deep into their winning works and share behind-the-scenes insights into the cases.	
	Live Unboxed: Precision Marketing	
	Geetika Bisla , Regional CDM Group, Southeast Asia & Oceania, Samsung Electronics	
	Gaurav Lalwani , General Manager & Malati Afridi , Sr. Planning Director, J. Walter Thompson Singapore	
	Adding Health to Hands for ITC	
	Sanjay Srinivas , Head - Consumer Health Care, Personal Care Products Business, ITC	
	Ajay Menon , VP Ogilvy Mumbai	
	Valentine's Joy for the Heartbroken	
	Gino Borromeo , VP, Chief Strategy Officer, McCann Philippines	
	Made Possible by Melbourne	
	Kim Howells , Director of Insights & Strategy, University of Melbourne	
	Roshni Hegeman , Head of Strategic Planning, McCann Melbourne	
1100 - 1115	Tea Break	
1115 - 1200	Panel Discussion	
	How do strong Marketer/Agency partnerships drive effectiveness?	
	Research into the leading Agency/Marketer partnerships shows that the best and most effective work comes out of the great partnerships developed over time, and with investment and commitment by both parties? What are some of the critical success factors driving breakout marketing performance and ROI. What are the challenges in making that partnership work, and do they believe partnerships matter at all?	
	<i>Moderator:</i>	
	Richard Bleasdale , Managing Partner, Asia Pacific, The Observatory International	
	<i>Panelists:</i>	
	Charles Cadell , President, McCann Worldgroup Asia Pacific	
	Edward Bell , General Manager, Brand Insights & Marketing Communications, Cathay Pacific Airways	
	Lau Sulin , Head of Agencies - South East Asia, Facebook	
1200 - 1300	Networking Lunch	
	BREAKOUT SESSIONS	
	Open to ALL delegates	Closed-door session (Open to Marketers Only)
1300 - 1400	'Meet the Judges' Panel Session	How to build better performance through partnerships.
	Hear from our Heads of Jury on the key insights gathered from this year's APAC Effie entries. Discover what makes an outstanding and effective entry, and the pitfalls to avoid in submitting your case.	A closed-door Marketers-Only session, where leading marketers open up about their real world successes and challenges in building partnerships with their agencies. The session will then open up to the floor, with a view to discussing and debating how great partnerships can be built and sustained.
	<i>Moderator:</i>	<i>Moderator:</i>
	Charles Cadell	Richard Bleasdale
	2018 APAC Effie Awards Chairman / President, McCann Worldgroup Asia Pacific	Managing Partner, Asia Pacific, The Observatory International
	<i>Panelists:</i>	<i>Panelists:</i>
	David Porter	Oliver Chong
	VP of Global Media - Asia, Africa, Middle East, Turkey & Russia, Unilever	VP Brand & Marketing Communications, Starhub / SAA President
	Gladys Peter	Sameer Desai
	International Category Marketing Director, Asia, Japan Pacific, Eurasia Middle East, Africa, Sanofi Healthcare	Global Head, Consumer Healthcare, Mundipharma
	Rupen Desai	Susie Wong
	Vice-Chairman - Asia Pacific, Middle East & Africa, Edelman	Director of Performance & Programmatic Marketing, IBM Asia Pacific
1400 - 1415	Closing Remarks	Closing Remarks
	Charles Cadell , 2018 APAC Effie Awards Chairman	Oliver Chong , SAA President

* Program subject to change without notice and updated as of 25 April 2018

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