

Wednesday, November 8

7:00am	Registration & Coffee				
	Main Stage				
8:15am	Welcome Address by Dean Carroll – Publisher, Mumbrella Asia				
8:20am	International Speaker and New Research: Reaching a Distracted But Resilient Audience in Asia				
				IPG Mediabrands Digital Futures Stage	Masterclass Stage
9:30am	International Speaker: The Lie Detector Test: Where Did My Ad Dollar Go?			International Keynote: From Reach to Relevance - The Role of Culture in a Consumer-Centric World	International Speaker: Copywriting 101 - Writing to Sell
10:30am	Break				How to Win at Email Marketing
	Asia Stage	Virtuoso Stage	CtrlShift Trust Stage		
11:00am	International Speaker: The Golden Rules of Marketing in China – Tapping into the White Space	International Speaker: Client-Agency Behaviour. What's Acceptable and What's Not?	Who Do They Trust? How is Technology Impacting Who and What Consumers Trust in Today's Cynical World?	International Speaker: Not Another Rollercoaster – How VR and Other Technologies Will Apply to Marketing	International Speaker: How to Shift Perception to Create New Marketing Opportunities
11:45am	Break				
12:00pm	Asian Nation: The Power of Personalisation for Brands	The Unexpected Power of Smell and What it Means for Marketers	New Research: The Truth About Trust	International Speaker: It's Not a Brand New World, It's a New Brand World	International Speaker: Innovation for Cowards – How to Ride on the Coattails of Technology
12:45pm	Lunch				1:00pm International Speaker: How to Lead a Business in a Downturn
	1:00pm Lunchtime Debate: The Future of the CMO in Asia (Asia Stage)				1:30pm How to Find Your Brand's Momentum
2:00pm	International Speaker: Creating TV Advertising that Sticks	Don't Forget The Data: It's Time to Rethink the Creative Process in Advertising	Fraud Wars – Taming the Dark Side of Mobile Advertising	Machine Learning: What it Means for Marketers	International Speaker: Blockchain's Role in Advertising Explained
2:45pm	Break				
3:00pm		Local Versus Regional: How Can Brands Spend Their Marketing Dollars Efficiently and Effectively? <small>Curated & Presented by Premier Platinum Sponsor: Williams Lea Tag</small>	Stop Marketing. Start Engaging: The Five New Rules for Savvy Marketers <small>Curated & Presented by Premier Platinum Sponsor: Marketo</small>	MMA versus eSports: Who Will Win the Marketing War in This Clash of the Titans? <small>Curated & Presented by Premier Platinum Sponsor: IPG Mediabrands</small>	Using Big Data to Define Visual Trends and Shifting Societal Perceptions – The Getty Way <small>Curated & Presented by Silver Level Sponsor: Getty Images</small>
3:45pm	Break				
4:00pm	Lifting the Lid on Asia's Best Campaigns	International Speaker: Ageism in Advertising – Overcoming the Myths	Creating Brand Credibility Outside of Your Natural Space	International Speakers: VR is Not a Good Idea, It's Not Even an Idea	International Speaker: How Brands Can Achieve Creative Engagement in the Mobile Ecosystem
4:45pm	Break				
5:00pm	Bridging the Opportunity Gap: The Secret to Launching a Data-Driven Approach in China		International Speakers: Merge – The Closing Gap Between Technology & Us		Avoiding Idea Theft in the Creative Industry
6:00pm					
7:00pm	Gala Dinner – Mumbrella Asia Awards (Tickets sold separately)				

View **FULL PROGRAM** on the **Mumbrella360 Asia 2017 App**

Browse the full program, build your own schedule and set a reminder for your favourite sessions.

Search for Mumbrella360 Asia 2017 in the App Store or Google Play to download, or simply scan this code.



8:00am	Registration & Coffee				
	Main Stage				
9:00am	Welcome Address by Dean Carroll – Publisher, Mumbrella Asia				
9:15am	Grab: The Journey From Start-Up to Billion Dollar Unicorn Company in Just Four Years				
10:30am	Break				
	Innovation Stage	Population Stage	Content Stage	People Stage	Masterclass Stage
11:00am	Growth Hacking for Marketing Success	International Keynote: Does the Public Relations Industry Really Get Storytelling?	International Speakers: When Failure is the Industry Norm, How do You do Content Marketing Well?	International Speaker: Meet the Centennials – Why Kids Are Going to Destroy the Internet as We Know It	Cross-Device Marketing Made Simple
11:45am	Break				
12:00pm	The Astrophysics of Location-Based Advertising	Global Social/PR Media Disasters: The Lessons from United Airlines and Pepsi Among Others	International Speaker: How to Go Viral in Indonesia	Unlock the Ingenuity of Your People – The Four Practices of Performance-Multiplying Marketing Leaders	Getting Your Story Told: Pitching to the Media
12:45pm	Lunch				
	1:00pm Lunchtime Debate: Bridging the Gap Between Marketing & Sales: Lessons from Huawei, IBM & Accenture (Innovation Stage)				
2:00pm	Don't Be a Chameleon – How Marketers Create Consistency Across Multi-Region Markets	International Speaker: Advertising in 2030 – The Mega-Trends That Will Shape the Industry's Future	Consuming Versus Sharing	Creating Loyalty in an Age of Disloyalty	Location-Based Marketing Deconstructed
2:45pm	Break				
3:00pm	It's the Innovation, Stupid! <small>Curated & Presented by Premier Platinum Sponsor: Oath</small>	Applied Artificial Intelligence for Marketers: Move First or Risk Being Left Behind <small>Curated & Presented by Premier Platinum Sponsor: LEWIS</small>	The Pursuit of the Shot: Lessons in Content Marketing <small>Curated & Presented by Premier Platinum Sponsor: Reuters Plus</small>	The Paradigm Shift in Data Privacy: A Matter of Life, Death and Marketing <small>Curated & Presented by Premier Platinum Sponsor: OMD</small>	Mobile-First, Mobile Intimacy and Progressive Web Apps: Marketers Take Note <small>Curated & Presented by Silver Level Sponsor: Reprise</small>
3:45pm	Break				
4:00pm	Creativity With a Conscience: Advertising to Young Children	Influencers, Experts and Celebrities: Who's Really Endorsing Your Brand?	Are Brand Cops Destroying the Meritocracy of Great Ideas?	International Speakers: How to Talk to Brand Tribes on Dark Social and Beyond	International Speaker: How to Generate Revenue from WeChat
4:45pm	Break				
5:00pm	Mumbrella Asia Question Time		International Speaker: Brand Safety and Advertising in an Era of Fake News		Great B2B Digital Marketing Strategies
6:00pm	Mumbrella Asia Networking Drinks				

View FULL PROGRAM on the Mumbrella360 Asia 2017 App

Browse the full program, build your own schedule and set a reminder for your favourite sessions.

Search for Mumbrella360 Asia 2017 in the App Store or Google Play to download, or simply scan this code.

