



The 14<sup>th</sup> Superlative Annual Brand Marketing Conference  
15 & 16 May, 2017  
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# 14<sup>th</sup> BRANDFEST 2017



Meet 22 of the Region's Top Brand Builders & Advisers at Malaysia's Most Informative Annual Brand Marketing Conference

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# The 14<sup>th</sup> Brandfest 2017: Malaysia's Not-to-be-Missed Annual Conference on Contemporary Brand Marketing

## 15 May 2017, Monday (DAY 1)

7.45 Registration and Morning Coffee

9.00 Welcome Remarks by the Chair:  
**Andreas Vogiatzakis**, CEO, Havas Media Group Malaysia

### KEYNOTE ADDRESS REBRANDING BEST PRACTICES & FAILURES

9.15 The Experiences of Brands that Have Evolved & Stepped Up to the Times with Strategic Rebranding

**Zayn Khan**, Chief Executive Officer (SEA)  
*Dragon Rouge, Singapore*

Brand Custodians will in time pass by a red flag that clearly states "Rebrand!" History has shown that some act fast; and others after customers have outgrown their brand. This keynote address will unveil through case examples the valuable tips and considerations for effective rebranding.

- **Rebranding Best Practices:** Packaged brands, Telco, Retail, Healthcare Supplements, Education, Finance, Services
- Managing the timely journey – from Insights to Immersion to Delivery
- How & why failures happens in rebranding
- Key lessons for Brand Builders moving forward.

Zayn's experience spans across Europe, North America and Asia. He began his career as a WPP Fellow after an MBA from London Business School. After WPP roles at Brand Union London, Ogilvy & Mather Singapore and Hill & Knowlton San Francisco, Zayn lead Ogilvy & Mather Malaysia which became the country's top agency. He then moved to FutureBrand as CEO Asia Pacific. In 2014 he joined global independent brand agency Dragon Rouge to expand the reach into Southeast Asia and has since built a thriving business. Zayn is passionate about the roles innovation and design play in business, brand and culture.

10.00 Morning Refreshments

### 21st CENTURY vs LEGACY COMMUNICATIONS

10.15 How Cultural Insights Are Key to Driving Disruptive Marketing in the New Economy

**Robin Nayak**, Chief Strategy Officer  
*TBWA, Singapore & South East Asia*

The world is changing at a pace faster than ever before and with it consumer expectations of advertising and marketing transforming too. Brands that remain stuck with legacy thinking about their communications risk being marginalized, while new rivals steal their share of the future. This talk will discuss how 21st century communications need to be distinctive in their point of view and stay in tune with changing cultural triggers to be effective – it considers how people behave and how to invite your brand into their conversations in order to create meaningful dialogue, relationships and actions.

This case rich presentation will unveil how brands from a number of disparate categories have successfully engaged and transformed their fortunes through a combination of thought leadership and contemporary cultural insight.

**Category Cases:** Healthcare, Education, Telco, Confectionary, Services

Robin leads a multi-disciplinary group of strategists across the region, and over a span of 25 years in the industry, he has worked on many of the world's most dynamic brands. He is driven by the unlimited potential of disruptive and original thinking to move people and shake-up the rules of competition, with the ultimate aim of growing the long-term commercial success of the ambitious corporations he advises.

### THE E-COMMERCE OPPORTUNITY

11.00 Connecting the Dots from Awareness to Conversion in the Rapidly Growing Frontier of Brand Marketing

**Andrew Gnananatham**, Chief Marketing Officer  
*Lazada Malaysia*

For a time, brands advertising online had a shaky connection from impressions to sales. With the advent of large e-commerce marketplaces brands now have the ability to reach directly to targeted audiences and become more engaging and relevant to consumers. This inspiring presentation will share details on

this key transformation in brand marketing in Southeast Asia and in particular, Malaysia.

- How brands can reach to relevant and targeted audiences
- How to maximize your Marketing ROI online
- What are some ways to become engaging and more relevant to your customers online
- Valuable lessons for Brand Builders.

Andrew is currently the Chief Marketing Officer of Lazada Malaysia, Malaysia's #1 e-commerce marketplace - where he leads their digital marketing, brand building and conversion optimization efforts. Prior to Lazada, Andrew consulted for the Boston Consulting Group, the World Bank and Endeavor Global - helping companies in various stages of growth to scale up their operations and enter new markets. Andrew is obsessed about making data-driven decisions, nailing product-market fit and building border-less, high performance teams.

### CHALLENGES From REGIONAL BRANDS

11.45 How to Challenge Regional Brands that are Winning Consumers from MNC & Local Brands in Malaysia

**Cynthia Su**, Business Group Director  
*Kantar Worldpanel Malaysia*

This trend cannot be ignored! Of late, and increasingly, regional brands have been pulling consumers away from international and local brands in Malaysia. This session will unveil the happenings and actions Malaysian brands can take to manage the challenges arising:

- Showcasing how Regional Brands have entered Malaysia with unique propositions and winning consumers
- Examples of real brands that have had their share reduced by the regional imported brands
- Examining the unique propositions of these regional brands and how to defend/neutralise
- Actions to ensure that Malaysian brands are least affected despite their presence.

Cynthia has been working in various markets for providing market insights in Asia. With her over 13 years' experience, she oversees a group of energetic and innovative people to provide shopper and trade insights to leading FMCG manufacturers and retailers to maximize the growth potential. Her role is also involved in leading the development of Expert Solution in Malaysia, leveraging shopper data in the centric of client's business is her passion.

### BLUE OCEAN BRAND BUILDING

12.30 Kupikupifm: The Brand Opened for Business in Sabah – and Now Offers Valuable Insights about the Commercial Potential the State Holds for Brands from Many Product Categories

**Rita Sim**, Director & Co-Founder  
*Cense Media Sdn Bhd, Malaysia*

The state of Sabah may feel distant with huge swathes of green everywhere. But its population of over 3.5 million people must offer brands the opportunity to increase sales revenue – and at a time when brands are under pressure to deliver. This presentation will share the experience of the new-fangled media brand Kupikupifm – its entry into Sabah, insightful appreciation of the people, and the successful engagement initiatives.

- Insights: Sabah, its people, and about them as consumers!
- The challenges of finding a blue ocean in a crowded media industry
- Audience insights for kupikupifm: profiles and key nuances
- Engaging them with relevant content and activities
- Key lessons shared for Brand Builders of various product categories.

Brand Builder, Entrepreneur, Corporate Head-Honcho, Business Consultant, and Media Owner just about describe the portfolios that Rita Sim has experience with – in Malaysia and Internationally. Savvy at identifying the sweet-spots that impact brand ROI, Rita has helped to build and grow businesses in the manufacturing and service sector. In 2011, she was named Woman Super Achiever at the 2nd CMO Asia Awards for Excellence in Marketing and Branding. She also authored the book "Unmistakably Chinese, Genuinely Malaysian". And lately, Rita has successfully set-up 3 radio stations in Malaysia. Rita holds a BSc (Hon) in Chemistry and Management from the University of London and a Postgraduate diploma in Chinese from Ealing College, London.

1.15 Lunch

# The 14<sup>th</sup> Brandfest 2017: Malaysia's Not-to-be-Missed Annual Conference on Contemporary Brand Marketing

## 15 May 2017, Monday (DAY 1)

### MEET the INNOVATORS!

Moderated by Freda Liu  
Lead Producer & Presenter, BFM 89.9

Meet the People Who Push the Limits!  
An Interactive Session!

Freda Liu will steer a discussion that will unveil the drivers and challenges associated with brand innovation, from a micro and macro perspective, and discuss what it takes to ensure that innovations in branding will deliver expected ROI. Be inspired to push the limits of innovation with ideas & insights from:

- **Chan Meng Yang**, General Manager, Marketing, MAMEE-Double Decker (M) Sdn Bhd (Serves over 50 products, including favourites such as MAMEE Monster snack, Mister Potato Chips, and MAMEE Chef).
- **Gertjan Tijms**, Director, Strategy & Innovation, TBWA (The Disruption<sup>®</sup> Company).
- **Kim Lim**, Co-Founder, Picha Project, Malaysia (Innovative Social Enterprise).
- **Shawn Ng**, President, Brandcare International (Malaysia's #1 Package Design Consultant).

# Please email any questions you may have for the panel by the 8th of May to: [brandman@mybrandedge.com](mailto:brandman@mybrandedge.com).

### THE "KHIND" CHRONICLES

Despite the Odds, a Malaysian Brand Shares an Inspiring Journey about Winning in a Competitive Category

**Boh Boon Chiang, Group Chief Operating Officer**  
*Khind Holdings Berhad, Malaysia*

With 6 product categories under its belt, the homegrown Khind continues to stake a claim as a formidable player in the Malaysian Household products category.

**This presentation will unveil the journey of Khind, the drivers of its growth in the category through multi-branding, product innovation, market development; as well as managing challenges in the current environment – and the key lessons that Brand Builders can embrace.**

Boh Boon Chiang is responsible for Khind Holdings' overall day-to-day management and operation. He has been instrumental in managing and executing the Group's business in Malaysia, Singapore, Hong Kong, China, Middle East and North Africa. He has more than 26 years of commercial experience in various sectors including construction, manufacturing and education and has extensive exposure in financial management which covers corporate affairs, business development, taxation and finance. A professionally qualified accountant, he also obtained his MBA from Bath University, U.K.

### 4.00 Afternoon Refreshments

### NAVIGATING a COMPETITIVE CATEGORY

Tetley Tea: Now in Malaysia!

**Rajat Kumar, Global Head – Business Development**  
*Tata Global Beverages Ltd., Singapore*

Tetley, a global brand of the 2nd largest tea company in the world – Tata Global Beverages, was launched in Malaysia earlier this year. **This presentation will unveil the growth aspiration and plans that leverage market and consumer insights to establish the Tetley tea brand in Malaysia.**

Rajat is the Global Head - Business Development for Tata Global Beverages and leads the strategy development and execution for the geographic expansion of Tata's branded tea, coffee and water categories. He has had a successful career in the FMCG industry with a proven track record of general management, business development and marketing roles in the emerging and developed markets of Europe, Asia-Pacific and North America. He has led teams to deliver superior business performance and developed high-performing organizations with a strong results orientation in diverse cultures. Rajat has used effective marketing strategies to build brands and grow sales in a multi-channel customer environment around the world. Having directed the Tetley tea global team to successfully enter China's e-commerce channel, Rajat and his team have now launched the Tetley tea business in Malaysia.

### 5.00 End of Day 1.

7.45 Sign-In and Morning Coffee

9.00 Opening Remarks by the Chair:  
**Andreas Vogiatzakis**, CEO, Havas Media Group Malaysia

### KEYNOTE ADDRESS NAVIGATING the MEDIA & MARKETING "COMPLEXITY"

9.15 **Balancing Act: Planning, Delivering What's Right & Relevant For My Brand in This Era of Seemingly Complex Choices**

**Ramakrishnan C. N., Partner**  
*Entropia Malaysia*

They say print is dead! Traditional media is to be side-lined! Smaller screens are ruling! Social-Digital is the in-thing! Programmatic buying is taking over! And you need answers for these questions!

- What are the key trends in the media space Malaysia?
- How do I use insights to shape the brand message?
- How do I balance and integrate the right platforms to deliver the brand message? The considerations?
- How will I do it?
- **The Best Practice Cases:** Beverage, Financial Services, Retail, Paint, Airline, E-Commerce etc.

Rama brings strategic expertise across disciplines ranging from Sales, Marketing, Brand Consulting, Analytics, Creative and Media planning. Having worked in diversified industries, geographies and with large multicultural teams, he is currently addicted to Malaysia. Curious to the core, he is an Engineer and a MBA and he passionately believes that true magic happens at the intersection of art, logic and data.

### 10.00 Morning Refreshments

### 10.15 SEGMENT POTENTIAL MALAYSIA

Winning in the Moments that Matter to Gen X, Y, Z, Millennials and Silver

**Divya Singh, Senior Manager, Client Service, Kantar TNS Malaysia & Pulkit Khanna, Head of Client Service**  
*Kantar Millward Brown, Malaysia*

This not-to-be-missed case-supported presentation will unveil the status and potential of key segments to be considered by Brand Builders in Malaysia.

- Unveiling the similarities, differences and opportunities between Gen X, Y, Z, Millennials and Silver Segments
- Their varying responses to content and touchpoints
- How Marketers can effectively engage them to grow their brands.

**Divya** has studied consumers and their behaviour for about 12 years, spanning FMCG and non-FMCG sectors. She is passionate about how research evolves in the new age of technology-facilitated lifestyle of the consumers. Her area of focus is Brand & Communications, helping brands leverage Integrated Marketing to reach the moments that matter.

**Pulkit's** career mission is – Building great brands for life via transformational and provocative actions. His KRAs include leading and managing client servicing teams across Quantitative, Qualitative, Media & Digital streams but more importantly building them as 'Brand Builders'. Moreover, he has also worked for clients in integrating cross agency insights such as Nielsen, KWP, Millward Brown, TNS, MindShare & other boutique agencies.

### DATA & BRAND BUILDING

11.00 **How You Can Use Data to Deliver Magical, Mesmerizing & Memorable Customer Brand Experiences**

**Anser Aly, Senior Global Brand Manager**  
*Unilever Asia*

Many organizations of various sizes evolve into "data warehouses" over time. But taking advantage of opportunities that are "hiding" in the data is a challenge. This case-supported presentation will explain what you can do to benefit from data that is often overlooked by Brand Builders.



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## 16 May 2017, Tuesday (DAY 2)

- How Brand Builders must be interested in the stories data can tell
- Turning data into smart data in real time for competitive advantage
- Reconciling data analytics and the Brand Builder's creativity
- How Prescriptive Analytics can help shape Your brand's future.

A Billion Dollar Brand Custodian, Anser has over 15 years of Marketing experience with wide multi-category application across Laundry, Beverages & Personal Care. He previously held a variety of Global, Regional & Local roles in multiple Fortune 500 companies including Shell and Henkel. He has also worked across a mix of both Developed and Developing Markets in Europe, Middle East, South Asia & South East Asia. Currently based in Singapore, he leads the Strategy & Innovation Agenda for Unilever's fastest growing Global Platform in Laundry.

### PUTTING STORIES to WORK

Interesting Ways to Influence People & Build Brands through Impactful Story Telling

12.00

**Alvin Teoh, Executive Creative Director, NagaDDB Malaysia & Bharat Avalani, CEO**  
*Connecting the Dots Malaysia*

Story telling is the most powerful way to put ideas into the world today. This is a valuable opportunity to be inspired on how to put stories to work - in lives and in bottom lines. Inspiring engagements and enduring bonds must be the goal of every brand building journey. And it happens when compelling stories are positioned in between the brand and the customer. Compelling stories will stir where it matters - at the heart and mind! Compelling stories can increase brand affinity and saliency.

**This interesting case-rich presentation will explain how brand builders can create and deliver impactful personal stories and brand stories.**

**Alvin Teoh** has been in the ad industry for 21 years. After working with many Brands, from automobiles to tourism, from paint to telcos, he's come to believe in the human approach to Brand building and that Brands have a role to play in society because what they do should matter to people. He constantly inspires his team of over 50 people to be story-tellers because people still hunger for a good story in a fast changing world. That's why he describes his job as a story-peddler.

**Bharat** is a Unilever Veteran who comes with rich global experience and expertise in Brand Management, Media Strategy, Brand Activation, Market Development and Integrated Brand Communications. His friends call him a memory collector and a story teller. He seeks experiences and every journey is a story for him. Like others he takes selfies; but his are different. They tell a story that is emotive and engaging. Bharat is currently on the Executive committee of the Asian Federation of Advertising Associations (AFAA) & IAA Malaysia.

1.00 Lunch

### ANSWERS to CHALLENGES

Answers to Selected and Demanding Challenges Experienced by Brand Marketers in Malaysia

2.00

**Kua Theng Hong, Principal Consultant**  
*Mind Connect, Malaysia*

Given the challenges in the present environment, many Brand Marketers would like to have these questions answered: **How do I manage customers who are price conscious? How do I attract and win customers in a category that is not experiencing significant growth? How will I ensure that a new product launch will succeed today? What should my brand do to remain competitive? How do I manage brand loyalty in an environment of fast switching?** These and other pertinent questions will be answered in this case-supported session.

Kua's experience in marketing, sales and senior management was gathered through 19 years of working with AC Nielsen, Gillette and L'Oreal. He joined Gillette as Product Manager in 1994 and held various positions in Sales and Marketing before heading the company as Country Manager from 2003 to 2006. He then moved to L'Oreal Malaysia as Deputy GM to launch Garnier in 2007. After a successful launch, he took up a new challenge as Head of Sales to make L'Oreal Paris, Maybelline and Garnier brands much bigger mass players. Promoted to GM in 2009, Kua managed a double-digit consumer

sell-out growth amidst the 2009 economic challenge. He now devotes his time to elevating the talent of potential and experienced brand marketers in Malaysia.

### FROM BRAND-Led to COMMUNITY FIRST

Start by Understanding Social Behaviour Before Focusing on Social Platforms!

2.45

**Jeremy Heng, Chief Strategy Officer**  
*Havas Media Group, Singapore*

Snapchat? YouTube? Instagram? Twitter? WhatsApp? Rather than focus on the platforms to connect with audiences, Brand Builders must first figure out WHY they want to use these channels. A compelling idea propagated by a flow of content that is 'share-worthy' and 'share-ready' is at the heart of successful social campaigns. And it starts when You understand social behaviour before focusing on social platforms. After that - How do You prioritize social channels? How do You coordinate the various platforms? And steer the customer from awareness to advocacy?

**Category Cases:** Fmcg, Services, Retail, Finance, Telco, Sports, Education

As Chief Strategy Officer Jeremy is responsible for interpreting briefs about consumers in order to generate insights, framing communications around compelling connection ideas, and translating them into integrated channel plans. He comes with 15 years of experience in Marketing Communications and Brand Management with MNCs and regional Brands from across Advertising, FMCG and Telecoms and has had the opportunity to shape strong equity brands such as Tiger Beer, Heineken, Guinness and SingTel. He was most recently the Associate Director for Segment Marketing and Communications for SingTel's Consumer Business.

3.30 Afternoon Refreshments

### DEFUSING the DEADLY DIGITAL TRAPS

Red Flag: The 7 Deadly Traps When Navigating the Digital World; & How Marketers Can Avoid Them

3.45

**Madhav Nayak, Marketing Director, Fabric Care**  
*Unilever - South East Asia, Australia, New Zealand*

As a Brand Builder, you are faced with a multitude of digital tools and technologies, each offering opportunities for your brand and business. But as you embrace the latest and most "in-vogue" platforms and practices, it is crucial to see beyond the hype and jargon that infests the digital marketing world and retain focus on the business goal at hand.

This case-supported presentation will unveil the "7 deadly traps" to watch out for as you navigate the digital world, and what you can do to avoid them as you craft a digital marketing plan for your brand portfolio. Delivered in a distinctive entertaining format, expect practical and relevant guidance that will simplify your journey through today's complex digital landscape.

Madhav is a senior marketing leader with Unilever, responsible for P&L, strategy and innovation program for the category he manages. His experience includes launching new brands from the ground-up, entering new markets and segments and turning around stagnating businesses. He has received the "Winning with Brands and Innovation" award at Unilever, and created digital campaigns that have won trophies at Cannes and AMES. He currently sits on the category Leadership team and leads a diverse global team of marketing managers.

4.30 End of Brandfest 2017.

### IN ADDITION & IN-BETWEEN FOR 2 DAYS:

DESIGN THINKING for BRAND BUILDING!  
Rumaizon Abdul Malik, CEO, Ideascape Consulting Group

Presenting 10 Bite-Sized 60-Second Capsules with Ideas & Insights!

Design Thinking is about adopting a culture of customer influenced design, and addresses customer challenges in a radically new way. It can be applied to any aspect of your brand. Pepsi, Airbnb, Toshiba are some of many brands that are benefitting from Design Thinking in a big way. Rumaizon will present 10 bite-sized 60-second capsules on Design Thinking; and leave you with inspiring ideas for brand development.

# IDEAS + INSIGHTS + INFORMATION

delivered with PASSION at Malaysia's  
**14th Brandfest 2017**

15 & 16 May 2017: On these dates, 22 of the region's Top Brand Advisers, Builders, Custodians & Experts will gather to share their know-how and experience with you; and for the benefit of your business & brand portfolio. They will deliver rich Ideas + Insights + Information; and inspire you and your team to advance your brand's competitive position. Once again, we invite you to the Brandfest – Malaysia's most informative annual brand marketing conference to discover better ways of unlocking the potential of your brand portfolio; and to craft better brand marketing & business development plans for 2017/18.

## FRESH IDEAS FROM PRESENTATIONS YOU SHOULD NOT MISS!

- › **REBRANDING BEST PRACTICES & FAILURES**
- › **21st CENTURY vs. LEGACY COMMUNICATIONS**
- › **THE E-COMMERCE OPPORTUNITY**
- › **CHALLENGES From REGIONAL BRANDS**
- › **BLUE OCEAN BRAND BUILDING**
- › **MEET the INNOVATORS**
- › **THE "KHIND" CHRONICLES**
- › **NAVIGATING a COMPETITIVE CATEGORY**
- › **NAVIGATING the MEDIA & MARKETING "COMPLEXITY"**
- › **SEGMENT POTENTIAL MALAYSIA**
- › **DATA & BRAND BUILDING**
- › **PUTTING STORIES to WORK**
- › **ANSWERS to CHALLENGES**
- › **From BRAND-Led to COMMUNITY FIRST**
- › **DEFUSING the DEADLY DIGITAL TRAPS**

In addition & in-between for 2 days:  
10 Bite-Sized 60-Second Capsules on DESIGN THINKING for BRAND BUILDING!

## HOW YOU WILL BENEFIT

- › Draw inspiration from successful rebranding initiatives
- › Know what to spot-light when rebranding
- › Be mindful of likely missteps when rebranding
- › Know how to craft effective e-commerce campaigns
- › Know how to benefit from contemporary cultural insights
- › Appreciate how Your brand can engage modern audiences
- › Realize how to neutralize the threats of regional brands
- › Find out about growth opportunities in the state of Sabah
- › Uncover & entrench Your brand in a blue ocean; and win
- › Know about the key drivers of brand innovation
- › Ideas to ensure that Your innovation plans will pay-off
- › Know how to find opportunities in a competitive category
- › Understand how to manage in a complex media landscape
- › Get tips on balancing traditional & contemporary media
- › Know how to use insights to shape the brand message
- › Appreciate the differences & opportunities of Gen X, Y, Z
- › ...as well as Millennials & Silver generations
- › Convert data into smart data for competitive advantage
- › How to simplify Your journey in digital planning
- › What to avoid when crafting a digital marketing plan
- › Prevent customer misperceptions from infecting Your plan
- › How platforms can steer audiences from awareness to advocacy
- › ...cases, cases & cases
- › Up-to-date ideas, insights, information!

## INDUSTRIES THAT WILL BENEFIT

Advertising, Automotive, Banking, Construction, Cosmetics, Confectionary, Consumer Healthcare, Food & Beverage, Household Consumables, Insurance, IT, Education, Furniture, Logistics, Machinery, Merchant Banking, Personal Care, Petroleum, Pharmaceuticals, Publishing, Retail, Telecommunications and many more.

## WHO WILL BENEFIT

- › C-level Managers
- › Managing Directors
- › General Managers
- › Marketing Directors
- › Chief Marketing Officers
- › Entrepreneurs
- › Business Unit Heads
- › Business Development Managers
- › Functional Managers
- › Marketing Academics
- › Marketing Managers
- › Category Managers
- › Trade Marketing Managers
- › Marketing Consultants
- › Academics
- › Retail Consultants
- › Product Managers
- › Brand Managers
- › Brand Consultants
- › Product Executives
- › Brand Executives
- › Sales Directors
- › Sales Managers
- › Sales Supervisors
- › Advertising Managers
- › Customer Relations Managers
- › Marketing Trainers



## MEET THE CHAIR

### Andreas Vogiatzakis, CEO, Havas Media Group Malaysia

Born and raised in rural Crete, Andreas quit the prestigious Mathematics University of Athens to pursue his passion for Advertising at the University of Florida, graduating with High Honors. He kick-started his career at DMB&B NY and JWT Greece, before setting sail for Asia. In 1997 he launched and run MediaVest Japan, later merging it with Starcom. In 2003 he moved to Taiwan as the CEO of the MindShare Group, cementing it to be the undisputed market leader. In October 2006 he relocated to Malaysia to lead the Omnicom Media Group (OMD & PHD) and transformed it to be an award winning formidable force. On August 2016, he assumed the CEO role of the newly formed Havas Media Group Malaysia, tasked to build the group's media operations in the country.

Andreas has conducted numerous high-powered learning sessions for many universities and the industry at large, has served as president or council member on several industry associations and committees (MSA, MDA, JIC), as a judge on numerous award juries and as a member on various industry advisory boards (GOOGLE, INTI, TAYLOR's, UTAR, PJCAD, APMF, etc). He is an active Certified Professional Coach locally & internationally (CCA & ICF), a Certified NLP practitioner and the recipient of several industry awards and accolades.

Google him & contact him:  
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+60123326938.

# REGISTRATION FORM



The 14<sup>th</sup> Superlative Annual Brand Marketing Conference 2017  
15 & 16 May, 2017  
100% HRDF Claimable!

**Venue**  
Dorsett Grand Subang  
Subang Jaya, Selangor, Malaysia

## Delegate's Particulars:

1. Dr/Mr/Ms/Mrs: \_\_\_\_\_

Position: \_\_\_\_\_ Email/Contact: \_\_\_\_\_

2. Dr/Mr/Ms/Mrs: \_\_\_\_\_

Position: \_\_\_\_\_ Email/Contact: \_\_\_\_\_

3. Dr/Mr/Ms/Mrs: \_\_\_\_\_

Position: \_\_\_\_\_ Email/Contact: \_\_\_\_\_

Company Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_ Post Code: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Position: \_\_\_\_\_

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## FOR YOUR INFORMATION

### Conference Fee (remitted in advance)

*Includes refreshments, lunch & documentation*

**# Fee excludes 6% GST (Our GST No: 000569712640)**

#### Regular Registration Fee

RM 1680.00 per pax

#### Early Bird Rate

RM 1580.00 nett per pax (by 10<sup>th</sup> April, 2017)

#### Group Rate

RM 1480.00 nett per pax (for 2 delegates only)

#### Special Group Rate

RM 1320.00 nett per pax (for 3 or more delegates)  
*(No Discounts applicable here)*

**I wish to claim 10% discount as:**

Last year's Brandfest Delegate

### Payment Options

**Cheque:** Payable to "Brandedge Sdn Bhd"

**Bank Transfer:** Public Bank Berhad  
Sentul Raya Branch  
51000 Kuala Lumpur, Malaysia  
Acc No.: 313787236  
Swiftcode: PBBEMYKL

### Other Pertinent Information:

Walk-in delegates may be admitted if seats are available (with payment). Substitute delegates can replace those who are unable to attend; name/designation to be furnished 3 days before the first day of the Brandfest. A 90% refund will be effected for any cancellation after 9 May 2017. The Organiser may amend any element of the conference, only due to extreme unavoidable circumstances.

Organised by BrandEdge

## ENQUIRIES

### PLEASE ASK FOR

Raghunath: +6. 012. 332 5626  
Mona: +6. 017. 646 9698  
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## TO REGISTER

### PLEASE COMPLETE THIS FORM

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- > Or Scan & Email to: brandman@mybrandedge.com
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Malaysia.

# Or REGISTER ONLINE at: [www.brandfest.com.my](http://www.brandfest.com.my)