

Meet 19 of the Region's
Top Brand Builders & Advisers
at Malaysia's Most Informative
Annual Brand Marketing Conference



15th BRANDFEST 2018



14 & 15 May, 2018
www.brandfest.com.my



Register Now!



Special Group Rate:
RM1370.00 per pax
(3 delegates and more)
www.brandfest.com.my

The 15th Brandfest 2018: Malaysia's Not-to-be-Missed Annual Conference on Contemporary Brand Marketing

14 May 2018, 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 MOMENT IS THE NEW MARKETPLACE

9.15 **People ARE Living in the Moment These Days! Isn't it Time Your Brand Connects with Their Moments?**

Ramakrishnan C. N., Partner
Entropia Malaysia

These days, a trigger such as heavy rain, traffic jam, or an election can make your brand suddenly relevant. Couple this with the fact that as the consumer's life gets more packed, they will seek to live in the moment to get the best out of it. And people expect Brands to come into their lives at the moment and time when they want it.

This case supported presentation will explain what these moments are, how your brand can spot the moment that matters, deliver the right content, connect and convert into commerce.

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**

MARKET TRENDS & INSIGHTS

10.15 **Key Insights & Trends that are Impacting Consumers, Brands and Media in Malaysia**

Daniel Lee, Account Director
Kantar Worldpanel Malaysia

This not-to-be-missed presentation will deep-dive into the happenings and challenges that Brand Builders must pay attention to from the immediate to the medium term. It will unveil key trends which are influencing consumer behavior and offer insights and trends within the retailer and media space as well. An analysis of current 'hot buttons' will be presented, along with the implications for brands.

- An overview of happenings in the Malaysian buying environment
- How are Malaysian consumers behaving these days? The future?
- Leveraging the retailer environment for growth in Malaysia
- Effective and focused media allocation; implications for brand building

Daniel has been working in FMCG industry for 13 years. He carries strong experience in both research agency and client's end handling various categories. His key focus has been in shopper insights and category management. These offer him opportunities to discover a wide array of shopper understanding from basic behavior to what makes shoppers buy. He is currently one of the team leads in Kantar Worldpanel commercial team.

THE RISE OF THE MACHINES

11.00 **The MD of Daimler Benz: "...Our Competitors are Tesla, Google, Apple & Amazon!"**

Dan Paris, Regional Director – Business Development
TBWA Singapore

The 21st Century Brands are a new breed of organisations that are using technology and hacking traditional industries. These disruptors are product-first, metrics-driven, work at the speed of light and are disrupting the lives of brands and consumers. *This case-rich not-to-be-missed presentation will share details about these new and upcoming disruptive technologies, how they can potentially affect your business; and what you must do – prepare or else...!*

Based in Singapore for over 15 years, Dan's experience spans agency leadership, network client leadership and leading the TBWA\ Groups key specialist integrated disciplines. Strategic by nature, his 25 years agency experience

has covered many key industries including FMCG, Drinks, Retail, Property, Automotive, Education, Healthcare, Financial Services, Airline & Travel, Leisure and Business-to-Business and has been responsible for developing award winning disruptive marketing strategies in all core disciplines for many of the blue chip clients in the UK, Europe and Asia Pacific. A regular keynote presenter and awards judge, Dan also contributes regularly to industry activities.

Dedicated E-Commerce for Brands Segment

E-COMMERCE REALITY CHECK!

12.00 **What are the Chances for Your Product to Dominate and Fare Well in the Online Shopping Space?**

James Graham, Senior Insight Director
Kantar Worldpanel Malaysia

Hear out a reality check about the future that the online channel offers to products. Yes, online is going to grow but HOW? You need to be there but do you need to INVEST a LOT? Do all your products need to be treated equally? Which products are most likely to deliver HIGH ROI? What COMPELLING REASONS can you give your shoppers to buy your brand online vs. in-store?

Having lived in Malaysia for 5 years, James continues to drive the deep understanding of shoppers for many of the top brands. He is focused around giving brands the reality about what sells and works, and not any fluff about potential for growth both in the offline and online space. He often shares the real strategies which can unlock growth for brands and products in the online as well as offline space.

12.45 **Lunch**

CONTENT STRATEGY FOR E-COMMERCE

1.30 **How You Can Establish Thought Leadership For Your Brand in the Increasingly Crowded E-Commerce Space!**

Matteo Sutto, Chief Marketing Officer
iPrice Group, Malaysia

Fact: The average conversion rate of e-commerce sites with well-planned content marketing is about 3%; compared to sites without a content strategy, 0.5%. Good content is shared in social media and increases word-of-mouth mentions. This case supported presentation will explain how your brand can leverage from well-planned content marketing strategy in the e-commerce space.

A 2x Founder (Europe & Asia), Matteo overlooks the iPrice Group's overall Marketing strategy and expansion across Southeast Asia. He exited his first company in Italy and moved to SEA 5 years ago to take advantage of the growth opportunities in the region; first as the Regional Director of Marketing at Zalora, defining and executing the overall online marketing strategy of the company across SEA in its initial growth and expansion phase; then as the CEO & Co-Founder of TATE & TONIC, blending tech and fashion to deliver a fully personalized and improved shopping experience to Southeast Asian consumers.

ONLINE SEGMENTS & PRODUCT POTENTIAL

2.15 **A Deep-Dive into the Categories that Customers are Most Likely to Purchase Online in Malaysia**

Divya Singh, Senior Consultant
Kantar TNS, Malaysia

Online purchase has become a common scene in Malaysia with a rapid growth of e-commerce platforms and online stores in the recent years. As Malaysian consumers are becoming more well-informed about the connected world, we need to better understand the different segments of e-consumers and the categories that they are most likely to consider and buy in the future. *This presentation will unveil not just the latest online buying trends, and the categories to purchase but also how to target and capture these e-consumers.*

Divya has closely studied consumers and their behaviour for more than 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 to the consumers and get best returns on their investment.

The 15th Brandfest 2018: Malaysia's Not-to-be-Missed Annual Conference on Contemporary Brand Marketing

14 May 2018, Monday (DAY 1)

STILL AT THE CROSSROADS?

3.00 **Managing Your Anxieties and Challenges About Delivering Success from the E-Commerce Space**

Hui Mathews, Founder & Chief Storyteller
Ash Be Nimble Malaysia

Listening to Hui who has "Been There and Done That" can help to better tackle the real anxieties about your e-commerce activities. The lingering questions about e-commerce brand building include: *Do we adopt a start-up or corporate mentality to be successful in the e-commerce space? What are the potential pain points? How do we manage them proactively to repel failure? What are the other key considerations impacting e-commerce success?*

Hui was a consultant with PwC Consulting and Boston Consulting Group. She was with Air Asia as CRM Analytics Lead before founding Ash Be Nimble in 2014 with a mission to make fitness accessible via affordable sportswear below RM100. Starting at the back of her house, the brand quickly grew into one of the most recognized homegrown active wear brands. At the end of 2017 Hui decided to close shop & focus on transforming it into a blog of real, relatable fitness stories. Hui now leads the e-Commerce Business Development team at one of the top telco companies in Malaysia. She is an avid trail runner & yogi.

3.45 **Afternoon Refreshments**

TRANSFORMING DIGITAL BUSINESSES

4.00 **Here are Some Valuable Lessons to Learn from the Frontlines**

Gaurav Bhasin, CEO
Mudah.my

Gaurav has been at the forefront of transforming underperforming digital businesses at different life stages from start-up to expansion. Since 2010 Gaurav has been with 701 Search (which runs digital marketplaces in the region including Mudah.my) where he has been repeatedly tapped to take on various challenging assignments in SE Asia - *salvaging lost markets; kick-starting monetization; driving product innovation; leading marketing & building brands; mobilizing teams and revamping organization culture.*

In this presentation, he will share his learnings from this journey.

Gaurav has a passion for architecting new business models, building brands and nurturing a culture of curiosity & innovation. Prior to joining 701Search Gaurav spent 13 years in India, Malaysia & Singapore at JWT, MindShare and Universal McCann where he has been credited with driving business growth, building reputation and creating benchmark solutions for diverse brands including Nestle, J&J, Coca-Cola, Gillette, DiGi, Motorola, Intel, Mastercard, Lufthansa and Swatch Group.

MANAGING E-COMMERCE CHALLENGES

4.45 **Case Studies: Effective Ways to Manage the Challenges that Brands Experience in the Online Retail Space**

Rachel Tan, Marketing Lead
Shopee Malaysia

Brands and Brand Marketers are often caught by surprise by the unique challenges that they need to manage while marketing their brands online. *This interesting case-supported presentation will list the challenges, and offer the proven solutions that can be implemented in order to mitigate their impact, and deliver expected results.*

Rachel is a member of Shopee Malaysia's management team and oversees all partnerships, PR, campaigns, social media, digital and offline activations. Before Shopee, she joined Nuffnang (Asia Pacific's largest blogging community) under the media sales department. During her time there, she launched various companies, including social media community ChurpChurp in 2009; social media agency Nom Nom Media in 2010; online video production company Reelity TV in 2013. She has worked with a wide range of brands across the region and across all categories, which helps make a difference in the growing markets of e-commerce and m-commerce.

5.30 **End of Day 1**

15 May 2018, Tuesday (DAY 2)

7.45 Sign-In and Morning Coffee

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

KEYNOTE ADDRESS NURTURING A CHALLENGER MINDSET

9.15 **How to be Bold, Go Against Existing Conventions or Category Codes; and Grow Your Business!**

Chan Meng Yang, General Manager, Marketing
MAMEE-Double Decker, Malaysia

To really be a challenger brand, one has to believe in something; passionately deliver to the market the one thing that is missing in the category; and deliver it brilliantly, but with an attitude!

And MAMEE-Double Decker is a formidable challenger; relentlessly surprising the market with new products that break conventions and succeed. This interesting presentation of case studies is worth your time!

Meng Yang believes in creating differentiated consumer campaigns that are deeply rooted in consumer insights. His vision is to make Mamee-Double Decker a top FMCG company across the region. Challenging category conventions, he and his team have delivered great brands such as Mister Potato Sweet Potato, Mamee Chef and Mamee Monster Biskidz; and won the Malaysia Media Awards Gold for Mamee Chef and Gold for Mamee Monster Biskidz Campaign. He was previously the GM for Homecare and Foods in Unilever, and launched Magnum to establish it as one of the top consumer brands in Malaysia. Meng Yang received the Chairman's Award, Director's Award and the Compass Award for his achievements in Unilever.

STAYING AHEAD OF THE CURVE

10.00 **The South East Asian Future: Predicting What Will Impact Brands & Customer Engagement – and How to Stay Ahead**

Steve McGinnes, Chief Client Officer
Cowan Asia Pacific

What are the upcoming shifts and the triggers that will effect you in the next few years? How will they impact brands and engagement with customers in Malaysia as well as the region? How can Brand Builders start preparing now? How can you ensure that you don't just survive, but thrive in the future?

This engaging, insight-led and action-oriented presentation will share not only examples about the local brands that have successfully predicted change and updated ahead of the curve, brands that refused to see changes coming – and suffered the consequences, but also the specific future challenges coming your way and how to turn threats into opportunities.

As Chief Client Officer with Cowan, Steve works with senior brand decision makers across the region, to identify problems and opportunities before they happen, and build solutions together. His 11 years in Asia have taken him from luxury stores in KL, to fruit markets in Taiwan. He has worked on diapers in China and sports drinks in Indonesia, Cambodian beers, Malaysian noodles and Korean hand phones. He speaks with depth and passion. He is a regular TV guest for branding topics on the BBC.

10.45 **Morning Refreshments**

CULTURAL TRENDS & LOCALISATION

11.00 **Malaysian Cultural Trends – What Your Brand Can Potentially Do to Ride on Them!**

Gertjan Tijms, Director, Strategy & Innovation
TBWA Malaysia

In an era of increasing diversity, the proactive brands often spot and ride on emerging or new sub-cultural trends. Trends such as authenticity, local love, ethical living and escapism offer brands the opportunity of delivering memorable experiences, and ensuring brand affinity.

What are the sub-cultural trends? How are brands leveraging them in Malaysia? How can my brand benefit? The answers to these and other questions will be furnished in this interesting presentation.

The 15th Brandfest 2018: Malaysia's Not-to-be-Missed Annual Conference on Contemporary Brand Marketing

15 May 2018, Tuesday (DAY 2)

Gertjan rejoined TBWA in 2013 after a one-year stint with the company in 2010. With his business strategy background, Gertjan brings his passion for finding strategic and innovative solutions to business problems to all areas of marketing for a range of brands. His experience covers various sectors, including Capital Markets, FMCG, Government bodies, Sports and Telecommunications. He is a big football fan and supports his home team from afar, FC Groningen.

UNSTEREOTYPE: BUILDING DEEPER BRAND CONNECTIONS THROUGH INTENT

11.45

Connecting with Customers by Listening to Intent-Based Signals and Appreciating Their True Passions

Su Ann Lim, Head of Industry, Tech & Telco
Google Malaysia

Consumers are no longer choosing brands solely based on price and convenience. They increasingly care about a brand's values and seek out brands that connect to their values. Brand authenticity and connection to customers' matter more than ever.

However, brands are still relying too much on stereotypes and demographic brackets, rather than listening to intent-based signals and understanding the true passions of their customers. This presentation will explain with examples how brands that will win the hearts of tomorrow's customer are the ones that will listen, respond relevantly, and earn attention.

Su Ann is Industry Head at Google, where she leads Google's business teams in the tech and telco industries for Malaysia and Myanmar.

PLUGGING INTO THE MILLENNIALS

12.30

FACT: Millennials Make-Up 36.82% of Malaysia's Population! Can You Afford to Ignore Them?

Vicky Ortega, Head of Strategy & Gayia Beyer, Director of Applied Anthropology
Havas Media Group, Asia Pacific

Given the significant size of this segment and the obvious impact they will have on brand building, it is important for Brand Builders in Malaysia to obtain a deep appreciation about who these millennials are, the various sub-segments, their nuances, and the impact on product categories.

This case-supported presentation will deep-dive and unveil details about the Millennials and how Brand Builders from various product and service categories can connect with them to grow their brands.

Vicky's experience in planning spans over 20 years of integrating the customer/consumer experience into brand communications. She has discovered the value of anthropology in creating deeply meaningful communications. **Gayia** is focused on understanding contemporary life, particularly material culture, consumption, and the economics of living. Currently the Director of Applied Anthropology for Havas Ortega, Gayia has pioneered the use of ethnography as a major tool in the design of communications campaigns and marketing strategy for companies in the Philippines and abroad.

1.30 Lunch

BUILDING MEANINGFUL CONNECTIONS

2.15

How to Make Meaningful Connections with Customers in a Social World of Content Overload

Andreas Vogiatzakis, Chief Executive Officer
Havas Media Group, Malaysia

In a world of too many tweets, Facebook messages and YouTube uploads, only brands that form meaningful connections with people will prosper. A meaningful brand has a positive impact on our personal and collective well-being, and delivers on its functional benefits as well.

This case-supported presentation will unveil the key steps that you can take in order to transform your brand into one that is meaningful – and forge enduring connections with consumers by improving their personal and collective well-being.

Born and raised in rural Crete, Andreas pursued his passion for Advertising at the University of Florida and kick-started his career at DMB&B NY and JWT Greece. In 1997 he launched MediaVest Japan, later merging it with Starcom. In 2003 he moved to Taiwan as the CEO of the MindShare Group, elevating it to be the market leader. In October 2006 he relocated to Malaysia to lead the Omnicom Media Group and transformed it to be an award winning formidable force. On August 2016, he became the CEO of the Havas Media Group Malaysia.

CREATING ENGAGING BRAND ACTIVATIONS

3.00

How to Design Brand Activation Programs That Inspire Customers to Act

K J Tham, Managing Consultant / Brand Strategist
Buumerangbrandz Malaysia

Brand activations can be crafted in many forms and delivered through multiple channels. And it all starts with the word "why." Why will your customer care? Why must they engage with your brand activation? The answers will help to develop an activation model through a multichannel approach – which could be social, experiential, digital. Organising personalized experience in layers will move your brand further than a campaign which is planned and executed in a silo. Brand owners must always be mindful that it is not just about WHAT TO DO, but HOW TO DO IT RIGHT. *This case-supported presentation will deliver effective ideas for designing an effective activation programme for your brand.*

Tham has over 20 years of experience in brand management, which includes market research, strategic planning and activation. His wide experience as an ex-client and currently on the agency side spans across a wide spectrum of brands such as, Hong Leong Bank, Colgate-Palmolive, J&J, Fonterra, P&G, Spritzer, Yeo's, Merz Malaysia, Alicafe, Putrajaya Perdana Bhd, Good Virtue's Co, Renault, AGARD Tint, Joven, Inovar Floor, etc. Such extensive exposure to both MNC and local brands have provided him strong understanding in the executional and strategic aspects of marketing and brand building.

3.45 Afternoon Refreshments

RESEARCH ON A SHOESTRING BUDGET

4.00

Here's How You Can Appreciate Your Market & Customers thru' Cost-Effective Research Methods

Kua Theng Hong, Principal Consultant
Mind Connect, Malaysia

Say "Research" – a "large budget is needed" is the first unwelcome belief held by Brand Builders. *This case-supported presentation from a seasoned marketer will remove the misconception and offer clever ways in which you can benefit from research on smaller and very affordable budgets.*

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.

4.45 End of Brandfest 2018.

IN ADDITION & IN-BETWEEN FOR 2 DAYS:

WHAT'S HOT in the DIGITAL & SOCIAL SPACE
Mohd Adly Rizal (Adly), CEO, FriedChillies Media.com

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

Lately, so much has been happening in the digital and social space! The rapid changes connected with the rules of adoption and engagement have the potential to throw well-crafted plans off-track. These changes are catching brand marketers off-guard!

Adly's bite-sized capsules will furnish updates along with answers to your "What can we do?" questions!

IDEAS + INSIGHTS + INFORMATION

delivered with PASSION at Malaysia's 15th Brandfest 2018

14 & 15 May 2018: On these dates, 19 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 2018/19.

FRESH IDEAS FROM NEW TOPICS YOU SHOULD NOT MISS!

- MOMENT IS THE NEW MARKETPLACE
 - MARKET TRENDS & INSIGHTS
 - THE RISE OF THE MACHINES
 - NURTURING A CHALLENGER MINDSET
 - STAYING AHEAD OF THE CURVE
 - CULTURAL TRENDS & LOCALIZATION
 - UNSTEREOTYPE: BUILDING DEEPER BRAND CONNECTIONS THROUGH INTENT
 - PLUGGING INTO THE MILLENNIALS
 - BUILDING MEANINGFUL CONNECTIONS
 - CREATING ENGAGING BRAND ACTIVATIONS
 - RESEARCH ON A SHOESTRING BUDGET
- DEDICATED E-COMMERCE for BRANDS SEGMENT
- E-COMMERCE REALITY CHECK
 - ONLINE SEGMENTS & PRODUCT POTENTIAL
 - CONTENT STRATEGY FOR E-COMMERCE
 - STILL AT THE CROSSROADS?
 - TRANSFORMING DIGITAL BUSINESSES
 - MANAGING E-COMMERCE CHALLENGES

In addition & in-between for 2 days:

10 Byte-Sized 60-Second Capsules on "WHAT'S HOT in the DIGITAL & SOCIAL SPACE!"

HOW YOU WILL BENEFIT

- › Know why people's Moments matter for brand building
- › Value the need to redefine your targeting strategy
- › Appreciate the buying behavior of Malaysian customers
- › Gain insights into media trends impacting brand building
- › Know how new-fangled technologies are affecting brands
- › And how to leverage the potential of new technologies
- › Know why you cannot afford to ignore the millennials
- › Gain ideas to connect with and engage the millennials
- › How to challenge brands that may seem larger than life
- › What must complement a challenger mindset internally
- › Be aware of sub-cultural trends that impact brand building
- › How to leverage these trends for brand building
- › Appreciate the need to develop meaningful brands
- › How to organize for e-commerce brand building internally
- › Appreciate the fact that not every product flies online
- › Decide which of your products are suited for e-commerce
- › How to plan content to drive consumers online
- › The attitude to harbor for e-commerce brand building
- › How to manage e-commerce challenges effectively
- › Be aware of the upcoming shifts that will affect brands
- › Know what your brand can do to stay ahead of these shifts
- › Know how your brand can turn future threats into opportunities
- › ...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:
amv@amvplus.com
andreas.vogiatzakis

REGISTRATION FORM



The 15th Superlative Annual Brand Marketing Conference 2018
14 & 15 May, 2018
HRDF Claimable!

Venue
Dorsett Grand Subang
Subang Jaya, Selangor, Malaysia

Delegate's Particulars:

1. Name: _____ Contact: _____

Position: _____ Email: _____

2. Name: _____ Contact: _____

Position: _____ Email: _____

3. Name: _____ Contact: _____

Position: _____ Email: _____

Company Name: _____

Mailing Address: _____

_____ Post Code: _____

Contact Person: _____ Position: _____

Tel: _____ Fax: _____ Email: _____

Bankdraft/Cheque No: _____

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 per pax (by 30th March, 2018)

Group Rate

RM 1480.00 per pax (for 2 delegates only)

Special Group Rate

RM 1370.00 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.: 3137877236
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 30 April 2018. 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
Tel: 6. 03. 7960 0992
Email: brandman@mybrandedge.com

TO REGISTER

PLEASE COMPLETE THIS FORM

- > Fax to: 6. 03. 7960 3872
- > Or Scan & Email to: brandman@mybrandedge.com
- > Or Mail to: Brandedge Sdn Bhd
5A, Jalan Bukit 11/2, Sek 11
46200 Petaling Jaya
Selangor Darul Ehsan
Malaysia.

Or REGISTER ONLINE at: www.brandfest.com.my