

FMM MARKETING & BRANDING CONFERENCE 2018

October 10, 2018 (Wednesday)
Royale Chulan Damansara Hotel, Petaling Jaya



Why you should attend this Conference

- Understand the roles and integration of retail stores, online marketplaces and e-commerce
- Gain insights on the influence of blockchain on retail marketing and effective approaches in implementing loyalty programmes
- Learn practical ways on how to influence Gen Z and millennial shoppers as well as in-store customers' decisions
- Discover feasible digital wallet advertising and Google shopping campaigns to drive in-store and online sales
- Attain networking opportunities with participants, invited guests and speakers

This Conference is not sponsored by the speakers' organisations.

It is organised for participants to gain knowledge on relevant marketing trends from established organisations.



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Retail Marketing: Driving In-Store and Online Sales

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PROGRAMME *

- 8.00 am Registration of Participants
Company Exhibition Visits / Networking Breakfast
- 8.50 am **Welcome Remarks**

Dr Helena Eian
FMM Council Member and
Chairman of FMM Branding & Intellectual Property Committee
- 9.00 am **Retail Stores: New Roles and Relationship With Online Marketplaces**

YBhg Datuk Seri Garry Chua
President
Malaysia Retail Chain Association (MRCA)
- 9.40 am **E-Commerce: How to Complement Traditional Distribution Networks Successfully**

Mr Cheong Chia Chou
Chief Executive Officer
11street
- 10.20 am Networking Coffee Break / Company Exhibition Visits
- 10.40 am **How Blockchain Can Revolutionise Retail Marketing**

Mr Taha Dhailey
Blockchain Developer
BTM Blockchain Technology (M) Sdn Bhd
- 11.20 am **Earning Customer Loyalty for Repeat Business**

Ms Marlena Polrola
Business Solution Manager APAC
Comarch Malaysia Sdn Bhd
- 12.00 pm **Question & Answer Session**

Moderator:
Dr Helena Eian
FMM Council Member and
Chairman of FMM Branding & Intellectual Property Committee

Speakers:
 - *YBhg Datuk Seri Garry Chua, President, Malaysia Retail Chain Association (MRCA)*
 - *Mr Cheong Chia Chou, Chief Executive Officer, 11street*
 - *Mr Taha Dhailey, Blockchain Developer, BTM Blockchain Technology (M) Sdn Bhd*
 - *Ms Marlena Polrola, Business Solution Manager APAC, Comarch Malaysia Sdn Bhd*

12.30	pm	Networking Lunch / Company Exhibition Visits
1.30	pm	<p>Winning Gen Z and Millennial Shoppers' Hearts and Wallets</p> <p><i>Mr Anil Antony</i> <i>Executive Director, Consumer Insights</i> <i>Nielsen Malaysia</i></p>
2.10	pm	<p>Field Force Management – How to Influence In-Store Customers' Decisions</p> <ul style="list-style-type: none"> • <i>Ms Lee Jun Ling</i> <i>General Manager of Operations & Business Development</i> <i>Jump Retail Sdn Bhd</i> • <i>Mr Ooi Chee Kee</i> <i>Chief Executive Officer</i> <i>Jump Retail Sdn Bhd</i>
2.50	pm	Networking Coffee Break / Company Exhibition Visits
3.10	pm	<p>Digital Wallet Advertising to Grow Sales</p> <p><i>vcash</i></p>
3.50	pm	<p>Run Beautifully Executed Google Shopping Campaigns</p> <p><i>Mr Justin Chen</i> <i>Performance Marketing Specialist</i> <i>SearchGuru Sdn Bhd</i> <i>(Google Partner)</i></p>
4.30	pm	<p>Question & Answer Session</p> <p>Moderator: <i>Ir Ter Leong Leng</i> <i>FMM Council Member and</i> <i>Chairman of FMM Young Entrepreneurs Club</i></p> <p>Speakers:</p> <ul style="list-style-type: none"> • <i>Mr Anil Antony, Executive Director, Consumer Insights, Nielsen Malaysia</i> • <i>Ms Lee Jun Ling, General Manager of Operations & Business Development, Jump Retail Sdn Bhd</i> • <i>Mr Ooi Chee Kee, Chief Executive Officer, Jump Retail Sdn Bhd</i> • <i>vcash</i> • <i>Mr Justin Chen, Performance Marketing Specialist, SearchGuru Sdn Bhd</i>
5.00	pm	Conference Concludes

* The organiser reserves the right to alter the content and timing of the programme in the best interests of the Conference.

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Retail Marketing: Driving In-Store and Online Sales

October 10, 2018 (Wednesday) • 8.00am – 5.00pm

Royale Chulan Damansara Hotel, Petaling Jaya

WHO SHOULD ATTEND

- Chief Executive Officers / Managing Directors / General Managers
- Marketing / Brand / Product Managers and Executives
- Business Development / Sales Managers and Executives

PARTICIPATION FEES

Fee per participant (RM)	Early bird rate *	Normal rate #
FMM member	650	800
Non-member	800	950

* Early bird rate until September 21, 2018.

Group discount is not applicable for early birds.

Normal rate effective from September 22, 2018.

10% group discount for 3 persons & more from the same company.

- Member's rate applies for Malaysian government officials.
- All fees are inclusive of course materials, lunch and refreshments.
- Conference materials are available for sale at half price of full registration fee after October 10, 2018.
- **Participation fee is claimable from HRDF SBL Scheme.**

VENUE & ACCOMMODATION

Royale Chulan Damansara Hotel

2, Jalan PJU 7/3, Mutiara Damansara, 47810 Petaling Jaya, Selangor

Tel: 03-7959 9000

Fax: 03-7959 9111

Email: resvn@rcdsara.com.my

Website: www.royalechulandamansara.com.my

INFORMATION & REGISTRATION

Contact: Pn Zanizah / Ms Kwai Kaun

Tel: 03-6286 7200

Fax: 03-6274 1266 / 7288

E-mail: zanizah@fmm.org.my / kwai_kaun@fmm.org.my

PAYMENT

Registration form must be returned to FMM by **October 5, 2018**. All confirmed participants **must pay** the full fee **before the event**, otherwise registration will be cancelled. Walk-in participants with payment will be admitted on space availability basis.

Payment methods

Payee name: **Federation of Malaysian Manufacturers**

- 1) Cheque or bank draft crossed **Account Payee Only**.
- 2) Bank transfer. To email or fax bank-in slip to FMM to issue receipt (zanizah@fmm.org.my / fax: 03-6274 1266).
 - Bank name: Malayan Banking Bhd
 - Account no: **5-14208-33076-8**
 - SWIFT Code: MBBEMYKL

Please write the invoice number or the event name on the reverse side of the cheque or on the bank-in slip.

REFUND OF FEES

Cancellation must be in writing to FMM.

All registrations carry a 50% cancellation liability immediately after a completed registration form has been received by FMM.

REPLACEMENT / CANCELLATION / NO-SHOW

Replacement at no additional cost. FMM reserves the right to cancel or reschedule the programme. All efforts will be taken to inform participants of any changes. If FMM decides to cancel or postpone the event, FMM will not be responsible for covering airfare, hotel or other travel costs incurred by participants. Participants who do not turn up at the event are liable for the full fee.

CLOSING DATE FOR REGISTRATION

October 5, 2018

HRDF SBL Scheme claimable • Early bird rate is available until September 21, 2018

Please register the following participant(s): [Attach a separate list if space is insufficient. Please tick (✓) appropriate box.]

- 1) Name: _____ Designation: _____
Email: _____ Prefer a vegetarian meal: Yes No
- 2) Name: _____ Designation: _____
Email: _____ Prefer a vegetarian meal: Yes No
- 3) Name: _____ Designation: _____
Email: _____ Prefer a vegetarian meal: Yes No

Payment:

- **Full payment** of RM _____ will be made by October 5, 2018 via Cheque/bank draft Bank transfer

Submitted by: [Please complete this section in capital letters.]

Name: _____ Designation: _____

Company: _____

Address: _____

_____ Email: _____

Tel: _____ Fax: _____ FMM Membership No: _____