

# **FMM MARKETING & BRANDING CONFERENCE 2016**

## ***Mobile Marketing for Gen-Y Consumers***

August 9, 2016 (Tuesday) • The Royale Chulan Damansara Hotel

### **PROGRAMME \***

8.00 am Registration of Participants  
Networking Breakfast / Company Demo Station Visits

8.50 am **Welcome Remarks**  
*YBhg Tan Sri Saw Choo Boon*  
*FMM President*

### **Y They are Different**

9.00 am **Brand Appeal to Gen-Y: What are the Attributes**

*Ms. Carmen Chan*  
*Co-founder*  
*Creative Paramedics Sdn Bhd*

9.40 am **Connect to Gen-Y with the Right Marketing Mix**

*Mr. Benny Chia*  
*Marketing Manager*  
*Perfect Food Manufacturing (M) Sdn Bhd*

10.20 am **Understanding Gen Y's Mobile Usage and Attitude**

*Mr. Maverick Ling*  
*Digi-X*  
*CEO of 57square*

11.00 am **Question & Answer Session**

Moderator:  
*Mr. Alois Hofbauer*  
*FMM Council Member*

- *Ms. Carmen Chan, Co-founder, Creative Paramedics Sdn Bhd*
- *Mr. Benny Chia, Marketing Manager, Perfect Food Manufacturing (M) Sdn Bhd*
- *Mr. Maverick Ling, Digi-X, CEO of 57square*

11.20 am Networking Coffee Break  
Company Demo Station Visits

### **Fundamentals of Mobile Marketing**

11.35 am

- **Divide and Conquer: Mastering Segmentation and Personas in a Mobile World**
- **Sources of Smart Data for Greater Transactions**

*Ms. Roopal Julka*  
*Head of Digital*  
*Havas Media Group, Malaysia*

12.15 pm **What Makes a Great Mobile Marketing Campaign – Case Studies**

*Mr. Andreas Vogiatzakis  
Chief Executive Officer  
Havas Media Group, Malaysia*

12.55 pm **Question & Answer Session**

Moderator:  
*Mr. Alois Hofbauer  
FMM Council Member*

- *Ms. Roopal Julka, Head of Digital, Havas Media Group, Malaysia*
- *Mr. Andreas Vogiatzakis, Chief Executive Officer, Havas Media Group, Malaysia*

1.10 pm Networking Lunch  
Company Demo Station Visits

**Mobile Technology to Enrich Consumer Experience**

2.15 pm **Mobile App Design: Delight Users and Drive Conversions**

- *Mr. Soroosh Darvish  
Associate Partner*
- *Mr. Derrick Liew  
Founder and CEO*

*Getright Malaysia Sdn Bhd*

2.55 pm **How is Mobile Changing the Future of Streaming - Impact on Marketing Strategy**

*Mr. Ahmad Najib Habeb  
Managing Director  
Israk Technology Sdn Bhd*

3.35 pm **What's Next in Mobile Marketing: Mobile Commerce - Currency Re-imagined**

*Mr. Chong Lee Kean  
Business Development Director and Co-founder  
iPay88 Sdn Bhd*

4.15 pm **Question & Answer Session**

Moderator:  
*Ms. Michelle Hah  
FMM Council Member*

- *Mr. Derrick Liew, Founder and CEO, Getright Malaysia Sdn Bhd*
- *Mr. Ahmad Najib Habeb, Managing Director, Israk Technology Sdn Bhd*
- *Mr. Chong Lee Kean, Business Development Director and Co-founder, iPay88 Sdn Bhd*

4.35 pm Networking Coffee Break  
Company Demo Station Visits

4.45 pm Conference Concludes

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

# FMM MARKETING & BRANDING CONFERENCE 2016

## Mobile Marketing for Gen-Y Consumers

August 9, 2016 (Tuesday) • 8.00 am – 4.45 pm  
The Royale Chulan Damansara Hotel, Petaling Jaya

### WHO SHOULD ATTEND

- CEOs / MDs / GMs
- Marketing / Brand / Product / Marketing Communication Managers and Executives
- Business Development / Sales Managers and Executives
- Social Media / IT Managers and Executives

### PARTICIPATION FEES

#### Early Bird Rate \*

(Figures in RM)	Fee per pax	GST	Total per pax
FMM member	600	36	636
Non-member	750	45	795

\* Applicable for registrations received until July 22, 2016.  
10% group discount is not applicable until July 22, 2016.

#### Normal Rate \*\*

(Figures in RM)	Fee per pax	GST	Total per pax
FMM member	750	45	795
Non-member	900	54	954

\*\*Applicable for registrations received from July 23, 2016 onwards.  
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 August 9, 2016.

### VENUE & ACCOMMODATION

The 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@trcd.com.my  
Website: www.royalechulandamansara.com.my

### ENQUIRIES & REGISTRATION

Contact: Ms. Sandy / Ms. Kwai Kaun  
Tel: 03-6286 7200 Fax: 03-6274 1266 / 7288  
E-mail: sandy@fmm.org.my / kwai\_kaun@fmm.org.my

FMM GST Registration No.: 001714290688

### PAYMENT

Registration form must be returned to FMM by **August 3, 2016**.  
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-in payment. To email or fax bank-in slip to FMM to issue receipt (sandy@fmm.org.my / fax: 03-6274 1266).
  - Bank name: Malayan Banking Bhd
  - Account no: **5-14208-33076-8**
  - SWIFT Code: MBBEMYKL

Please write 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. If cancellation is received:

- More than 14 days prior to event - full refund
- Between 7 – 14 days - 50% refund
- Less than 7 days of event - no refund

### 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 conference, 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: August 3, 2016**

**This Conference is claimable from HRDF SBL Scheme**

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

- 1) Name: \_\_\_\_\_ Designation: \_\_\_\_\_  
Email: \_\_\_\_\_ Is vegetarian meal required?  Yes  No
- 2) Name: \_\_\_\_\_ Designation: \_\_\_\_\_  
Email: \_\_\_\_\_ Is vegetarian meal required?  Yes  No
- 3) Name: \_\_\_\_\_ Designation: \_\_\_\_\_  
Email: \_\_\_\_\_ Is vegetarian meal required?  Yes  No

### Payment:

- **Full payment** of RM \_\_\_\_\_ will be made by August 3, 2016 via  Cheque/bank draft  Bank-in payment

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

Name: \_\_\_\_\_ Designation: \_\_\_\_\_

Company: \_\_\_\_\_ FMM Membership No: \_\_\_\_\_

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

Tel: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_