

Festival of Media Asia 2011: Leading media experts share their secrets

SINGAPORE: The event's organisers have announced The Showcase Theatre at The Festival of Media Asia. As part of the overall conference agenda, each day Vision Leadership partners will take to the stage to host thought-provoking sessions in the theatre.



The sessions are open to all delegates on a first-come, first-served basis and offer additional learning opportunities for all attendees.

To book your place at the Festival [click here](#).

The Showcase Theatre timetable

Monday 14 November

Agency Facebook Group

Join Facebook as the world's largest social platform speaks with three of Asia's top media strategists about how foundational thinking in marketing and business is changing.

Speaker:

Erik Johnson, vice-president, Asia-Pacific, Facebook

11.20-11.45

How to be a complete and utter failure: The Top 10 Talent Tips (to avoid)

The key theme of FOMA is talent. And so is this session (albeit from a slightly different angle). In only 25 'captivating' minutes you'll learn how you should:

- Never be creative
- Never work hard
- Never have fun

I have spoken to (quite literally) a few CEOs and managing directors at creative, media and digital agencies plus media vendors and recruitment specialists to compile my list of must have (not) skills and competencies.

And through the wonder of 'reverse psychology' you might just be able to figure out for yourself what it takes to be successful in this industry.

Please note: if you want to be a success, DO NOT attend this session.

Steve Blakeman, CEO Asia-Pacific, OMD

13.05-13.30

Building Brands in 21st century through Meaningful Communications

During the last four years, Havas Media has conducted a global survey researching the relationship in different countries between people and brands.

Overall, the research has shown that two thirds of brands will need to work harder to continue to be relevant in people's lives. Traditional communications don't work anymore; people are looking not only for functional solutions, but for a relationship with brands that provide real benefits to them as well as their communities. Brands are required to move from ad promises to real tangible commitments.

In Asia, we saw a unique combination of an educated and demanding consumer base with a greater trust in brands and its ability to make them meaningful in their lives, and an advanced technological platform to serve and connect these consumers. This scenario puts Asian marketers ahead in leading what we believe are the key opportunities for the years to come: using marketing and communications to positively impact people's lives, and empowering marketing through technology.

Join an engaging discussion with some leading Asian brand marketers.

13.40-14.10

SPH TURNS YOU ON!

Increasingly, marketers are recognising that multi-pronged cross media campaigns are critical to their brand success. As one of the largest and most-profitable media owners in this region, Singapore Press Holdings (SPH) has long recognised this need and has since evolved from a traditional news publishing company to a fully-fledged multimedia organisation.

Today, SPH not only has a formidable stable of 18 targeted newspaper titles, but also a comprehensive suite of cross-media options fully capable of amplifying campaigns designed to engage consumers on multiple fronts. This is known as the "SPH IS ON" ideology - ON strategy, ON track, ON call. "SPH IS ON" is a solutions-based integrated-media ideology that brings together the most ideal combination of media products and services to satisfy advertisers' multiple touch-point requirements. SPH believes that its extensive arsenal of ON PRINT, ON LINE, ON MOBILE, ON AIR, ON SCREEN and ON GROUND engagement solutions will effectively connect brands and products to their relevant targets and deliver the desired results.

Come only if you're keen to partake of the journey Singapore Press Holdings took to be at the very forefront of the media game. Come only if you're interested in what's behind the extraordinary results advertisers experienced after SPH "turned them on".

Speaker:

Geoff Tan, cross-media evangelist & head of strategic marketing, SPH

Tuesday 15 November

10.45-11.10

Convergence or Collision: Traditional Media Crashed with Emerging Technologies

We are standing at the crossroads of converging channels. As we prepare to embrace Smart TV, we will witness optical media going the way of the floppy disc. In our ever-increasing world without wires, pulling content from the cloud across multiple devices via proximity is just the beginning.

Are we truly ready for a sudden impact of addressability across screens and data visualisation across devices?

Speaker:

Alvin Wong, sales director APAC, Mediamind

11.15-11.40

Leveraging LinkedIn to Drive Relevant B2B Leads

B2B marketing is notoriously challenging with long sales cycles, multi stakeholder involvement and lack of internal resources. The reliance on the traditional distribution channels of events, trade press and direct mail is shifting. Social media is transforming how B2B marketers reach and engage businesses.

LinkedIn is a major component of a company's social media strategy to generate highly targeted and relevant business leads. Yet many companies are not leveraging or some are not even aware of the strategies at their disposal. This session will educate you on this changing landscape and outline some owned, paid and earned media opportunities on LinkedIn to deliver relevant B2B leads.

A delegate pass costs US\$1395, which includes access to the Welcome Reception, all conference sessions, all exhibition areas and all documentation. Tickets for the Awards Gala Dinner cost US\$195.

Group discounts are available - please contact [Geraldine Quah](#).

[Click here for more booking information](#)

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