

**Marketing MARKETING!**

# Malaysian CMO Conference

**14 June, 2012**

**Date : 14 June, 2012**

**Time : 8.30am – 5.30pm**

**Venue : MATRADE Exhibition & Convention Centre  
Menara Matrade, Jalan Khidmat Usaha  
Off Jalan Duta, 50480 Kuala Lumpur**

**Details : [www.adoimagazine.com/cmo2012](http://www.adoimagazine.com/cmo2012)**

**ORGANISER**



International Advertising Association, Malaysia

**CO-ORGANISER**



Malaysia External Trade Development Corporation

# Is the CMO going into the Boardroom?

A conference dedicated to marketing Marketing!



Who says Marketing is not sexy?

Look at how global icons like Sir Richard Branson and the late Steve Jobs have leveraged marketing savvy to achieve true greatness. From the sales office to the executive boardroom, Marketing is key. That's how so many CMOs have become CEOs today! We have assembled some of the best CMOs and CEOs for you on June 14.

Listen to real-time advice from leading-edge CMOs (Chief Marketing Officers) and CEOs. Inspiration meets business.

The objectives of this Conference is to foster knowledge, acumen, networking, value-creation and global brand success with sharp marketing and innovative digital technology.

The Malaysian CMO Conference is poised to be an annual alumni of 300 top marketing pundits, industry specialists and key marketing decision-makers in the fields of marketing, branding, media and advertising.

It will unravel the power of marketing for Malaysian brands to compete in an increasingly fragmented, digital and intimidating world.

The conference will share and embrace the optimisation of working processes in a case-study approach, managing consumer expectations through to the unforeseeable times ahead. By harnessing the power of data,

navigating the digital landscape and building engagement and relationships, the new marketing mantra of consumers, cultures and convergence clearly frames the scenario and the way forward for all market-thinking leaders.

Our stellar lineup of speakers will redefine the critical role of Marketing as an engine of commerce in our economy.

This a must event for all business decision-makers, including Marketing Managers, Brand Managers, A&P Managers...

And of course, future CEOs!

# Supporters...



Institute of Marketing Malaysia



# Starring...



**Dato' Seri  
Shazalli  
Ramly**  
CEO, Celcom AXIATA



**Dato' Sri  
Syed Zainal  
Abidin**  
Malaysia's Auto  
Brand Warrior!

**Tan Thiam  
Hock**  
Founder  
Alliance Cosmetics Group



**Fiona Liao**

Director of Brand & Communications,  
Prudential Assurance Malaysia Berhad



**Craig Briggs**  
MD, Asia Pacific  
Brandimage-Desgrappes  
& LAGA, HK



**John D Chacko**  
Director  
Group Marketing & Brand  
Proton Holdings



**Kevin Mackin**  
Marketing Manager  
IBM Marketing Solutions (EMM),  
Growth Markets Unit



**Rahul Colaco**  
Managing Director  
Dutch Lady Milk Industries



**Goh Shu Fen**  
Chairman  
Asia Pacific Marketing  
Congress (Appies) 2012



**SK Wong**  
Advisor, QSR Brands



**Henry Tan**  
COO, Astro



**Ranganathan  
Somanathan**  
President  
Malaysia Media Specialists Association



**Eric Chong**  
President  
Branding Association of Malaysia



**Barry Ooi**  
President  
Marketing Research Society of Malaysia



**Ahmad Izham Omar**  
COO, Media Prima Television Networks



**John D Chacko**  
Director  
Group Marketing & Brand  
Proton Holdings

**Dr. Amirullah Haji  
Abdullah, PMP**  
Executive Chairman  
Al-Meswak Mu'min Sdn Bhd



# Keynote Speaker



**Dato' Seri  
Shazalli  
Ramly**

*CEO, Celcom AXIATA*

Shazalli had earlier left his mark in the fast moving consumer goods industry, with Lever Brothers (1987 – 1993), followed by the Malaysian Tobacco Company (MTC) and British American Tobacco (BAT) (1993 – 1996) both in Malaysia and the United Kingdom. He also served as ASTRO's Marketing Director for two years where he pioneered the launch of ASTRO digital satellite services in Malaysia.

Shazalli, graduated from Universiti Teknologi MARA Perlis in 1982, holds a Bachelor of Science (Marketing) from Indiana University, Bloomington, Indiana, USA and an MBA from St. Louis University, Missouri, USA.

Shazalli is currently director of several companies which include Celcom; C-Mobile Sdn Bhd; Celcom Mobile Sdn Bhd and Technology Resources Industries Berhad. He is also a board member of the Kuala Lumpur Business Club and Yayasan Kebajikan Negara Malaysia.

A marketing purist at heart, through his leadership a new branded customer service was formed which brought Celcom to achieving prestigious awards Silver Medal for Best Contact Centre in Asia Pacific 2009; a double reward by Frost & Sullivan for Mobile Data Service Provider and Mobile Service Provider of the year, two years in a row as well as the much coveted Service Provider of the Year in 2009. In 2010, once again Celcom was awarded with the two awards, and an additional award as Broadband Service Provider of the Year. Celcom was also ranked the No.1 Most Valuable Telco Brand in 2008 and 2009. In Jan 2010, Celcom Biz, a brand for the Enterprise segment, was awarded the Best Brand for the mobile telecommunications category at The BrandLaureate SMEs Masters Awards 2009.

# Keynote Speaker



**Dato' Sri  
Syed Zainal  
Abidin**

*Malaysia's Auto  
Brand Warrior!*

Dato' Sri Haji Syed Zainal Abidin B. Syed Mohamed Tahir was appointed Managing Director of PROTON on 1 January 2006.

Dato' Sri Haji Syed Zainal Abidin graduated with a Bachelor of Science in Engineering from the University of Maryland, USA and began his career as a Project Engineer with Petronas Gas Sdn. Bhd. in 1987, prior to joining Petroliam Nasional Berhad in 1992 as the Senior Executive of Corporate Planning & International Business Development. He then left to join HICOM Holdings Berhad in 1995, where he assumed various senior positions in the company.

He was appointed as Senior General Manager of PERODUA in 1999 and subsequently appointed Executive Director of PERODUA Auto Corporation Sdn. Bhd. in October 2005, he was promoted to Deputy Managing Director.

In November 2008, Dato' Sri Haji Syed Zainal Abidin was named the "Automotive Man of the Year" by the New Straits Times/Maybank Car of the Year 2008 Awards for this strong management and leadership qualities in steering PROTON by strengthening its position in the domestic market while making significant breakthrough in the international markets. Most recently, Dato' Sri Haji Syed Zainal Abidin received the International Business Leader in Automotive Sector Award at the 2010 Middle East Business Leadership Summit Awards, and the Masterclass Bumiputra CEO of the Year Award at the 2nd Malaysia Business Leadership Awards 2010.

# Marketing Heroes

## Kevin Mackin

Marketing Manager  
*IBM Marketing Solutions (EMM),  
Growth Markets Unit*



Kevin has been a professional marketer for more than 20 years with a primary background in online product marketing and product management. He spent the early days of the internet leading a software development team in Silicon Valley and went on to become eBusiness and Finance Industry Marketing Director for Compaq worldwide. Returning home to Australia in 2000 as Managing Director of WebEx in Asia Pacific, Kevin established the business to become a profitable and well recognised online business communication tool.

From 2008, Kevin leveraged his experience to build the marketing optimization service, Coremetrics, into Asia Pacific – working with many of the more advanced online marketing companies in the region. Since the acquisition of Coremetrics by IBM, Kevin has taken on a marketing role for IBM's new marketing solution suite, known as Enterprise Marketing Management (EMM), across the major growth markets around the world.

He is a Fellow of the Australian Institute of Management (FAIM), and Member of the Australian Marketing Institute (AMAMI) and a Certified Practicing Marketer (CPM).

## Rahul Colaco

Managing Director  
*Dutch Lady Milk Industries*



Rahul Colaco is currently the Managing Director of Dutch Lady Milk Industries Berhad since April 2012, having been recently promoted from the Marketing Director role which he held since Dec 2009.

Rahul started his career in India as an Auditor with KPMG. Keen to move into a more consumer centric business, he joined Hindustan Unilever India in 1996, where he worked in finance and supply chain functions in the home & personal care division. In 2003 he completed his MBA at IMD, a leading international Business school in Lausanne, Switzerland. Subsequently he rejoined Unilever in Europe where he spent another 6 years, but this time in regional Marketing roles across the Foods & Icecream divisions. While working in the Netherlands he came across Friesland Campina, one of the world's largest dairy cooperatives, and the parent company of Dutch Lady. He chose to take up the Marketing role at Dutch Lady, as he wanted to return to Asia (where all the action is!), and what better place than Truly Asia.

Rahul has two young boys and is a racket sport enthusiast. His wife, who also hails from India, is a chartered accountant.

# Marketing Heroes



**Barry Ooi**

President  
*Marketing Research Society of Malaysia*

Barry is the MD of Kadence International M'sia. He's also the President of the Marketing Research Society of Malaysia.

He has about 20 years of working experience in marketing research, sales and marketing and brand management. Barry has also held senior management and leadership roles.

He was with The Nielsen company for 14 years. His tenure with Nielsen includes:

- Director of Customised Research; covering U&A studies, brand equity measurement and tracking, concept test and customer satisfaction studies
- Nielsen Asia Pacific – Executive Director, Winning Brands; he spent 2½ years as its Asia Pacific Regional Director for Winning Brands, a brand equity measurement tool.
- Nielsen Malaysia – Executive Director, Retail Measurement; he heads the Retail Measurement Services business unit for more than three years.

Barry's research experience also includes focus group moderation and in-depth discussions with middle, senior level company executives and C-suite executives. He has an MBA from Southern Cross University, Australia

**Ahmad Izham Omar**

COO, *Media Prima Television Networks*



Before Izham was appointed COO of Media Prima Television Networks overseeing TV3, ntv7, 8TV and TV9, he created a powerful Malaysian TV brand for 8TV, breaking-even in 18 months and receiving global recognition for creative excellence. He was also promoted to Chief Executive Officer of Primeworks Studios, Malaysia's leading content company, specializing in movies, television programs, animation and more.

From 2005 to 2010, Izham was Media Prima's Head Of Radio, where he launched Malaysia's top radio stations Hot FM, Fly FM and One FM, three household names in the radio industry.

In 2009 and 2010, he was also the CEO of Alt Media, leading the broadcasting industry's foray into new media AND launched a world-class video portal called tonton.

Well-known for his music ventures, Izham started his career with the legendary multiple award-winning Positive Tone record label in 1994. Izham has been awarded Most Promising Entrepreneur Award by Enterprise Asia and the Lifetime Achievement Award by VIMA (Voice of Independent Music Awards) for his contribution to music.

# Marketing Heroes



**John D Chacko**

Director  
Group Marketing & Brand  
*Proton Holdings*

John Doody Chacko currently holds the position of Director, Group Marketing, Branding & Motorsports of Proton Holdings Berhad. A graduate in Management Studies from the University of Waikato in New Zealand, Chacko is a recognized Senior Marketing and Commercial leader who have over 25 years of global marketing experience and has worked with multinational branded FMCG corporations like Kraft and Coca Cola across Australia, New Zealand, UK, Africa, Middle East, Latin America and Asia.

He began his career in brand management when he joined Rothmans in 1992. He then moved to Alex Harvey Industries (AHI) and later at Prestige Group before joining Pampas Frozen Foods and Kraft Foods in Australia in 1992 as Marketing Director. In 1998, Chacko started his global career with The Coca-Cola Company and was assigned to lead the company's marketing in multi-country divisions as Division Marketing Director based in London, Venezuela, Thailand, Morocco, and Egypt. He last served the company in Hong Kong as Group Director Marketing for the Coca-Cola Asia Pacific McDonald's division. Chacko returned to Malaysia in early 2011 as part of the Returning Expert Program and his dream was to become part of a Malaysian iconic establishment, leveraging on his global marketing and commercial experience to make a difference.



**Henry Tan**

COO, *Astro*

Henry Tan, Chief Operating Officer of Astro leads content creation and management including sports content, branding and marketing, new product innovation, and airtime sales.

Under his leadership, Astro introduced a number of firsts – the nation's first HD and the region's 3D broadcast; global benchmark-setting Astro First, a theatre-window Pay Per View movie service; innovative approach to education with 360-degree on-air, on-ground and on-line Kampus Astro and exam channel Tutor TV, to name a few. Henry is a strong proponent of local content including the development of local sports.

# Marketing Heroes



**Fiona Liao**

Director of Brand & Communications,  
*Prudential Assurance Malaysia Berhad*

Fiona Liao is the Brand & Communications Director for Prudential Assurance Malaysia Berhad. She leads the Marketing team in the areas of brand & corporate affairs, product development, marketing analytics and intelligence.

Her role is to develop, implement and monitor marketing strategies and activities to support the company's sustained drive to be the Number 1 life insurer in Malaysia. Fiona has been instrumental in building the Prudential brand through innovative advertising, brand building and revenue generation activities.

She has led her teams to numerous local and regional marketing award wins with the latest major win being the 2010 Gold Effie award for Prudential's PRUmy child campaign.

Fiona brings with her over 15 years of marketing and communications experience spanning the finance, education, logistics and hospitality industries. She is an experienced guest speaker at various regional seminars and conferences. She served as a jury / judge at the 2007 Direct Marketing Association of Malaysia (DMAM) Awards, 2010 Malaysia Media Awards and Campaign Asia-Pacific Agency of the Year Awards 2011.

Her education background includes a Masters in Business Administration from Hawaii Pacific University majoring in Marketing.



**Goh Shu Fen**

Chairman  
*Asia Pacific Marketing Congress (Appies) 2012*

Goh Shu Fen is a Founder and Principal of global consultancy, R3 has worked with worldwide brands since 2002 to drive marketing effectiveness and efficiency on local, regional and global scales. R3 has offices and talent based in Beijing, Shanghai, Singapore, New York and Chicago. From 2010, 40-year-old Chicago-based consulting firm, Jones Lundin Beals, and R3 in Asia merged to form R3:JLB, serving global marketers such as GM, SC Johnson, Microsoft, Walmart and Levi's. She has over a decade of advertising and marketing experience at Ogilvy and M&C Saatchi. Based in Singapore, she works closely with clients like Visa, Johnson & Johnson and Coca-Cola. Most recently, she led the global creative review for Singapore Airlines.



**Tan Thiam Hock**

Founder  
*Alliance Cosmetics Group*

Tan Thiam Hock served as CEO, Founder and Managing Director of Alliance Cosmetics until recently. Calling himself the 'Lipstick Salesman' he was a brand custodian of Silkygirl, Stage and SG Men and distributor for Avene, Elancyl and Revlon. He does not like talking about himself and prefers to air his wisdom in his weekly column in the StarBiz paper. One of his many feats include launching Silky Girl, a line of budget cosmetics targeted at 18 to 25-year-olds, which in a little over two years shot to No 1 in Malaysia in terms of sales in the mass-market colour cosmetics category worth an estimated more than RM4 billion, according to Euromonitor International. Many in the industry said he was foolish to start Silky Girl, but the rest, as they say, is now history.

# Marketing Heroes



**Ranganathan Somanathan**

President  
Malaysia Media Specialists Association

Ranga has 15 years of experience in advertising and research.

A SMG'er at heart, joined the company in 2002 in Malaysia leading research, strategic planning and the P&G AOR team. During this time, in addition to commissioning client specific research projects, was instrumental in deploying SMG's global tools & systems in Malaysia, such as MISER, Pathways, EventScope to name a few. In 2004 was recognized by Media Magazine as a Top 10 Suit in Asia, for the holistic work done for Microsoft.

In 2005, was promoted and packed off to Indonesia as Managing Director of Starcom Indonesia. During his stint there, the operation grew by 40% and had a new business success rate of 75%. Client Delight (agency evaluation) scores on clients like P&G went up significantly during his time.

In early 2008, moved to Singapore as VP - Insights & Analytics, launching SMG's proprietary research - IntenTrack - a new measure of marketing accountability. Considered as a liquid talent by SMG management, was tasked to lead the Starcom P&G team in Japan since January 2009.

In July 2009, he was promoted as CEO of SMG & Optimedia Malaysia. In the last 8 years with SMG, have worked across Malaysia, Indonesia, Singapore & Japan, enriching both professional & personal life.



**SK Wong**

Advisor, QSR Brands

SK Wong has probably seen the development of more brands than most marketing communications practitioners in Malaysia and across the region. For over 23 years, he helmed the marketing strategies for all the brands under KFC Holdings Malaysia Berhad, QSR Brands Berhad, Pizza Hut and Ayamas Food Corp. An unassuming person with a tower of experience, he now serves as an Advisor and Consultant to KFC Holdings Malaysia Berhad and QSR Brands Berhad after retiring from full-time responsibilities as President. KFC Holdings operates over 640 KFC outlets comprising of Malaysia, Singapore, Brunei, Cambodia and India and 27 RasaMas restaurants in Malaysia and Brunei. QSR Brands Bhd is principally involved in the operation of Pizza Hut chain of restaurants in Malaysia and Singapore, KFC chain of restaurants in Malaysia, Singapore and Brunei, Ayamas chain of restaurants and Kedai Ayamas convenience food stores nationwide.

**Craig Briggs**

MD, Asia Pacific  
Brandimage-Desgrippes  
& LAGA, HK



Prior to leading Brandimage Desgrippes & Laga, Craig was Executive Vice President for McCann Worldgroup in Tokyo. During his 16 years in McCann, he worked on many brands including J&J, Nestlé, Chevrolet, Deutsche Bank, American Express, Dunlop Sports and Northwestern Bank. In the mid-1990s, Craig served for 5 years as Worldwide Account Director for Cathay Pacific Airways, based in Hong Kong. Today, he travels the world evangelising how brands can propel economies and are true engines of growth.

# Marketing Heroes



**Eric Chong**

President  
Branding Association of Malaysia

When Eric Chong was young, he was brought up in a Chinese-speaking family. He was an unmotivated student who had no interest in studying in general. As a child, he particularly hated English because he regarded the language as difficult and unnecessary. As a result, he was unable to speak a word of the English language, even as a teenager.

His parents tried one last thing to salvage the boy's future. His father took a loan and sent him off to Singapore to continue his high school education. Not only was Eric held back for two years, he was the constant subject of mockery and humiliation in class by his Singaporean classmates and teachers for being unable to speak a word of English.

One day, an angry teacher yelled at him "Which kampung are you from? Why can't you speak a word of English?" That was the turning point of his life. Though Eric was lazy and unmotivated as a learner, he was patriotic. He was extremely upset that he brought shame to his country. He decided to turn over a new leaf. He vowed to master English within one year. It took him the first three months to memorize the Oxford dictionary. He became one of the top students in his school and a champion English public speaker within a year. He has never looked back since then.

After completing his tertiary education in the United States, Eric decided to start a company to help English learners who struggled with the language. He used his learning experience and told them that "If Eric can, so can you!" Thousands upon thousands of English learners in Malaysia came to Erican to experience the unique learning system and culture that Erican had to offer. Erican soon became one of the largest English learning network in Malaysia, with a success rate of helping more than 150,000 learners to excel in the language since its inception 20 years ago.



**Dr. Amirullah Haji Abdullah, PMP**

Executive Chairman  
Al-Meswak Mu'min Sdn Bhd

Amir is a lawyer by training and has served the banking and finance sector for 25 years. His last corporate position was the Vice-President-Islamic Banking of the largest financial institution in Malaysia. His previous positions include the Vice President-Branches / Operation as well as Islamic Banking.

He is the current Technical and Strategic Advisor to a Muslim-based NGO and was the Charter Member of the Malay-Arab Business Council, Malaysia. His forte is in the areas of Islamic Banking and Finance, Marketing, Strategic Planning, Total Performance Optimization and Human Capital Development and his expertise is sought after by his clients in the Middle East, North Africa and ASEAN.

He is also a Council member of a US-based consulting entity specializing in Total performance optimization, And sits on the Board of several successful manufacturing concerns specializing in the area of Halal products in the Pharmaceutical, Halal Cosmetics and Personal Care sector.

An avid writer, Amir has also acted as Subject matter expert for authors on Islamic Banking and Finance and has written and published manuals on Investment Banking and Islamic Banking & Finance for selected Banking institutions in Malaysia. He has presented intellectual papers in international conferences and participated in discussions in both local and foreign media. He is currently active with the halal livestock industry and business in North Africa.

He has also been awarded the Darjah Paduka Mahkota Perak (PMP) by His Highness, The Sultan of Perak in 2002

# Programme

## M O R N I N G

### 9.00am

Welcome Address by **HARMANDAR SINGH** - President  
International Advertising Association (IAA) Malaysia

### 9.10am

Opening Keynote:

#### **POWERING MALAYSIAN BRANDS TO GLOBAL FAME**

**DATO' SRI SYED ZAINAL ABIDIN** - Malaysia's Auto Brand Warrior!

- What Malaysia brands have to do to attain global acclaim status
- Branding and excellence go hand in hand - capturing new markets with Brand Malaysia
- The new CMO has to think like the CEO - examples and challenges
- Who is responsible for the success of a brand and increased shareholder value
- The future of Marketing is universal - digital challenges...

### 9.30am

#### **MARKETING STRATEGY IN ACTION**

**FIONA LIAO** - Director of Brand & Communications,  
Prudential Assurance Malaysia Berhad

Marketing Strategy in Action - Case study from Prudential

- Listen to understand: characteristics vs. needs
- Find your target market and engage with them
- Developing a communication strategy that builds affinity
- Leveraging on strengths for effective execution
- R U Ready?

Real-life case-study presentation on Prudential's recent Youth Campaign - R U Ready which has taken brand engagement to a whole new level. As Brand & Communications Director for Prudential Assurance Malaysia Berhad, her role is to develop, implement and monitor brand communication strategy and activities to support the company's sustained drive to be the Number 1 life insurer in Malaysia.

Fiona has been instrumental in building the Prudential brand through innovative advertising, brand building and revenue generation activities. A true success story.

### 10.00am

#### **MARKETING RESEARCH AND THE CMO**

**BARRY OOI** - President, Marketing Research Society of Malaysia

- CMO typology on marketing information usage
- Marketing information reality in practice
- Is it purely all facts?
- Marketing research Unusual
- Mitigating risks in marketing research

### 10.40am Coffee/Tea Break & Networking

### 11.00am

#### **BRINGING SCIENCE TO THE ART OF MARKETING**

**KEVIN MACKIN** - Marketing Manager, IBM Marketing Solutions (EMM)

- Are you tracking visits or visitors to your web sites?
- How marketers can leverage knowledge from online customers as a platform for marketing optimisation.
- New possibilities from advanced marketing attribution models.
- Latest benchmark practices to streamline your marketing plans with ROIs.
- Learnings that will springboard your online presence plus help you win in the boardroom.

### 11.45am

#### **FROM CMO TO CEO**

**RAHUL COLACO** - Managing Director, Dutch Lady Milk Industries

- Can a CMO become a CEO?
- What does it take to get to the top?
- How marketing skills and competencies can be used in the corner office
- Challenges for a marketer to move into general management
- Practical tips and advice

### 12.15pm

PANEL DISCUSSION:

#### **BRINGING MARKETING BACK TO THE BOARDROOM**

- Is measurement or intuition critical to Marketing?
- How do you train Marketing people when change happens every day?
- Does competing means having to 'battle it out' or 'managing the ecosystem'?
- Is there a Zen to Marketing?
- Are you enjoying the magic of Marketing?

**JOHN D CHACKO** - Director, Group Marketing & Branding, Proton Holdings

**KEVIN MACKIN** - Marketing Manager, IBM Marketing Solutions (EMM)

**ERIC CHONG** - President, Branding Association of Malaysia

**HENRY TAN** - COO, Astro

**RAHUL COLACO** - Managing Director, Dutch Lady Milk Industries

**FIONA LIAO** - Director of Brand & Communications, Prudential Assurance Malaysia Berhad

# Programme

## AFTERNOON

### 1.00pm LUNCH

---

#### 2.00pm

#### AWARD-WINNING MARKETING CASE STUDIES ACROSS ASIA PACIFIC

**GOH SHU FEN** - Chairman, Asia Pacific Marketing Congress 2012

Growing year on year in attracting the crème de la crème from over 16 countries in the Asia Pacific region to compete and be recognised for their brilliance in marketing strategy, creativity in execution and performance in delivering real business results, the APPIES continues to be a prestigious annual awards festival.

Organised by the Institute of Advertising Singapore, it is also one of the most invigorating and inspiring knowledge exchange platforms for marketers in the region.

---

#### 2.30pm

#### LIFE LESSONS FROM A MARKETING MAVERICK

**TAN THIAM HOCK** - Founder, Alliance Cosmetics Group

Tan Thiam Hock, founder of the Silky Girl brand, is a self-made entrepreneur. A weekly newspaper columnist in recent times, Thiam Hock started in business with capital from Ang Guan Seng of Petaling Garden (same group with Tan Chin Nam, Ipoh Garden and Mid Valley developer), and with sheer hard work and good timing, grew the business to a RM200 million enterprise.

Today private equity funds namely Navis and Ekuinas own 80% of the company. He is a true marketing maverick with great stories to share?

---

#### 2.50pm

#### DESIGN MATTERS : HARNESSING THE POWER OF DESIGN FOR YOUR BRAND

**CRAIG BRIGGS**- MD, Asia Pacific Brandimage-Desgrippes & LAGA, HK.

- Making design vital in your company - Is your CMO also your CDO (Chief Design Officer)?
- The Power of Design - Breaking down design into its powerful component parts
- How are Companies using design to power their brands to success?
- Painful lessons – some design ‘flubs’ worthy of examination
- Brand Strategy vs Communications Strategy – what’s the difference and how do they fit together?

Craig lives at the heart of brand building driving it through the lens of Design. He talks about ‘authentic interaction’ and his global award-winning team has worked for leading brands like China Airlines, Van Cleef & Arpels, SkyTeam, Godiva Chocolatier, the French Open and more... His scope ranges from brand identity, industrial design, packaging, graphic, interactive, retail and architecture. No one speaks more eloquently about the power of Design in marketing than Craig!

### 3.30pm Coffee/Tea Break & Networking

---

#### 3.50pm

PANEL DISCUSSION:

#### THE CHANGING DYNAMICS OF THE CMO ROLE IN THE BOARDROOM

- Is the Chief Marketing Officer a growing player at today's boardroom level discussions and decisions on corporate and brand directions?
- The New Rules of ROI
- The Talent Crunch - are there enough good people out there?
- Relevance of the CMO in trying economic times
- Knowledge capital in the marketing space, future directions

**SK WONG** - Advisor, QSR Brands

**TAN THIAM HOCK** - Founder, Alliance Cosmetics Group

**RANGANATHAN SOMANATHAN** - President, Media Specialists Association (MSA)

**AHMAD IZHAM OMAR** - COO, Media Prima Television Networks

**AMIRULLAH HAJI ABDULLAH, PMP** - Founder, Al-Meswak Mu'min Sdn Bhd

---

#### 4.20pm

Closing Keynote:

#### MARKETING MARKETING

**DATO' SERI SHAZALLI RAMLY** - CEO, Celcom Axiata

Dato' Sri Shazalli Ramly is the quintessential firebrand. His personality, business acumen and strategic thinking have been embedded in the fabric of Malaysia's telco industry today.

Celcom had a record breaking 16 quarters of uninterrupted consecutive growth, outperforming its nearest competitor in 3 out of 4 quarters in 2008 and 2009.

Recently, PC.com awarded him its inaugural CEO of the Year Award for his discerning leadership, business aptitude, and larger-than-life character. He says if he had not made the cut as a successful corporate figure, he would have been a drummer with a band playing in a club. His ascension from marketing man to corporate icon is a tale of true inspiration for all marketing professionals.

---

#### 4.50pm

#### CREAM AWARDS 2012 PRESENTATION

The fourth annual CREAM (Client Relationships And Experiences with Agencies in Malaysia) Agencies of the Year winners are decided from survey commissioned by MARKETING magazine amongst marketers, and conducted by TNS-RI using their world-famous TRI\*M stakeholder measurement tool in collaboration with R3, one of the world's leading agency evaluation and assessment specialist.

CMO CONFERENCE 2012

**HRDF CLAIMABLE**  
HRDF REGISTERED TRAINING PROVIDER



**14 June, 2012 | 8.30am – 5.30pm**  
(includes lunch and coffee breaks)

**MATRADE Exhibition & Convention Centre**

Menara Matrade, Jalan Khidmat Usaha  
Off Jalan Duta, 50480 Kuala Lumpur

Please complete this form and fax it to Ruby at

**+603 7722 5712**

Call Ruby at +603.7726.2588, ruby@ham.com.my

RM1200 (per head) + 6% GST

RM1100 (Group Discount of 3 pax above) + 6% GST

**www.adoimagazine.com/cmo2012**

# Register Now!



EVERY PARTICIPANT WILL ALSO RECEIVE ONE COMPLIMENTARY COPY OF  
THE MALAYSIAN ADVERTISING DIRECTORY (MAD) 2012 WORTH RM100!

REGISTRATION FORM

<b>ORGANISATION:</b>		<b>AUTHORISED SIGNATURE:</b>	
<b>ADDRESS:</b>			
<b>NAME:</b>			
<b>H/P:</b>		<b>EMAIL:</b>	
<b>TEL:</b>		<b>FAX:</b>	
<b>I ENCLOSE A CHEQUE FOR RM:</b>			
PAYMENT DETAILS:		BANK TRANSFER TO:	
CHEQUE MADE PAYABLE TO: SLEDGEHAMMER COMMUNICATIONS (M) SDN BHD NO. 22B, JALAN TUN MOHD FUAD 1, TAMAN TUN DR. ISMAIL, 60000 KUALA LUMPUR, MALAYSIA. TEL: +603 7726 2588 FAX: +603 7722 5712		RHB BANK 2-14389-000-10505 SWIFT CODE: RHBBMYKL	
<b>NOMINATION FORM</b> (Please photocopy for extra participants)			
<b>NAME:</b>		<b>H/P:</b>	
<b>JOB TITLE:</b>		<b>EMAIL:</b>	
<b>NAME:</b>		<b>H/P:</b>	
<b>JOB TITLE:</b>		<b>EMAIL:</b>	
<b>NAME:</b>		<b>H/P:</b>	
<b>JOB TITLE:</b>		<b>EMAIL:</b>	
<b>NAME:</b>		<b>H/P:</b>	
<b>JOB TITLE:</b>		<b>EMAIL:</b>	

**CONDITION: BOOKINGS ARE TRANSFERABLE, CANCELLATION ARE NOT ACCEPTED.**