



# Let's Get Social MMC2010 Dawn Of The Digital Decade

## Starring:

**Matt Sutton**

Managing Director, Aktiv Digital

**Christian Cadeo**

Head of Brand Advertising, APAC for AdMob

**Ian McKee**

CEO, Vocanic Asia

**Roy Tan**

Managing Director, Carat Media Malaysia

**Andreas Vogiatzakis**

Managing Director, OMG Malaysia

**Prashant Kumar**

CEO Universal McCann Malaysia

**Ruben Eduardo Maislos**

Founder & VP Business Development  
Pudding Media

**Ranganathan  
Somanathan**

CEO of SMG & Optimedia Malaysia

**Robbie Hills**

General Manager, RockYou Asia Pacific

**Henry Tan**

COO Astro

**Lee Smith**

CEO, Digital , OMG Asia Pacific

**Pamela Yap**

Director, New Media Business,  
New Business & Broadcast Service Sales, Astro

**Angeli Beltran**

Regional Senior Director,  
Dentsu Asia Digital Division

## iPhone Guru set to shine at 6th Malaysian Media Conference (MMC) on June 9!

Bob Borchers, Senior Director of Worldwide Product Marketing for the Apple iPhone personifies innovation on MMC stage this year...



**9 JUNE, 2010**  
**SIME DARBY CONVENTION CENTRE**  
**8.30AM- 5.30PM**



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# Welcome to the party!

The 6th Malaysian Media Conference (MMC) is an annual alumni of about 250 media pundits, industry specialists and key media decision-makers in the fields of media, marketing, branding and advertising across Malaysia. Amongst the speakers featured are thought leaders in their space from Malaysia, Singapore, India, Australia and Japan.

Now is the time to lead. And the Malaysian Media Conference returns with the theme Let's Get Social: Dawn of The Digital Decade.

In an age where a monologue is as hip as the fax machine, communications has become all about interaction, conversations and engagement. This year a stellar line-up of speakers have been gathered to give you an unforgettable experience for one true knowledge-enrichment day.....

## Who should attend?

Social Media increasingly drives Media, Marketing and Creative convergence by the day. This Congress is ideal and timely for all professionals working in Media, Marketing, Advertising, Newspapers, Television, Outdoor... in fact, every facet of marketing communications!

- Media Planners
- Media Buyers
- Media Managers
- Media Directors
- Advertising CEOs
- Advertising Account Management
- Advertising Creatives
- Brand Managers
- Marketing Managers
- Marketing Directors
- Television
- Radio
- Newspapers
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- Ambient
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# Monetising Social Media



## Bob Borchers

Apple's senior director of worldwide product marketing for the iPhone, now with Opus!

Five months ago, Bob joined Opus Capital from Apple, Inc. where he served as senior director of Worldwide Product Marketing for the iPhone.

Bob had been in Apple since 2004 and as part of the original iPhone team, he was instrumental in the development, launch and global expansion of the revolutionary iPhone, iPhone OS, App Store and the recent launch of the iPhone 3GS. While at Apple he also led the Nike+iPod partnership, expanded the iPod accessory ecosystem, and forged relationships with every major auto company to provide iPod integration.

Prior to Apple, Borchers was VP of marketing at FusionOne, a pioneer in creating and marketing mobility solutions. He also spent six years at Nokia where he co-founded and served as vice president of sales and marketing for the Vertu business unit. Before that, Bob held several senior-level marketing positions at Nokia where he successfully positioned the mobile phone as both a technology and lifestyle product.

Borchers holds a Bachelors Degree in Mechanical Engineering from Stanford University and a Masters Degree from a joint program between the Massachusetts Institute of Technology and the Harvard Medical School in Health Sciences and Technology. He has more than 30 patents granted or pending.



## Matt Sutton

Managing Director  
Aktiv Digital

Matt was promoted from Head of Account Management to Managing Director from 2008 – 2010. He is responsible for all aspects of the business driving bottom line net contribution whilst guiding an aggressive and strategic expansion across the APAC market. He is a dynamic, motivated leader and strong team player; consistent over-achiever with over 10 years of proven experience in driving Aktiv Digital's business in Asia.



## Henry Tan

COO Astro

Henry's aim as COO of Astro is to deliver consistently good customer service and differentiated products, and to strengthen Astro's value proposition beyond best-in-class entertainment. Prior to current position, Henry was CEO of Group M for Malaysia and Singapore. He led MindShare to winning Global Agency of the Year Award. A veteran in the media industry, Media Magazine named Henry the Asia Pacific National Agency Head of the Year.

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## Word of Mouth Marketing is everywhere. Influencing Influentials.

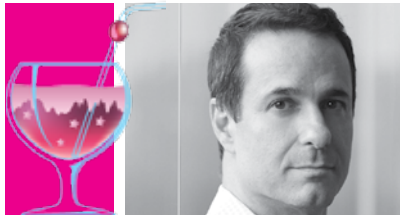


**Andreas Vogiatzakis**  
Managing Director  
OMG Malaysia

With exemplary achievements and contributions in the global and local business communities, Andreas was inducted in the International WHO's WHO of Professionals in January 2009 and in the YPO (Young Presidents' Organization) in January 2010.

As the MD of the Omnicom Media Group in Malaysia, Andreas oversees the overall operations for the award-winning OMD and PHD brands in the market. A true internationalist, he started his media career with DMB&B in New York and later managed JWT's international clients in Greece for several years. In 1997 he set sail for Japan, establishing D'Arcy's media department and restructuring Starcom to be the strongest international media independent. Later in Taiwan as the head of MindShare Group, he re-engineered the company enabling it to be the most acclaimed local media group. He later relocated to Malaysia, assuming his current role at the helm of Omnicom Media Group (OMG) in Malaysia.

Armed with strong media and management experiences spanning three continents and six countries, Andreas has elevated OMG to a highly desirable position in Malaysia. Under his leadership, OMD Malaysia has grown from strength to strength. The agency was conferred the Silver Award in 2008 and 2009 for Best Office of the Year in South East Asia – the only agency from Malaysia and the only media agency in South East Asia to win this highly coveted industry award.



**Ian McKee**  
CEO, Vocanic Asia

Ian McKee is CEO and chief strategist for Vocanic, a company that specialises in Identifying Influencers and crafting strategies to engage and activate them to launch word of mouth and Social Media campaigns for clients such as Heineken, StarHub, Discovery, Top Shop, Nokia, Symantec, Adobe and others. Prior to Vocanic, Ian was MD for Informative Asia Pacific working on customer dialogue and Influence marketing projects for brands such as Zuji, DBS Bank, HP, Nokia, BP, and Mars brands such as Cesar, Pedigree, Starburst, M&Ms and others. Originally from the UK, Ian has called Singapore home for the last 13 years.



**Christian Cadeo**, Head of Brand  
Advertising APAC for AdMob

Christian is responsible for the development and evangelizing of the company's leading position within the mobile advertising space in the Asia-Pacific market. Prior to joining AdMob, Christian was the Country Sales Manager for Singapore, Indonesia and Vietnam at Microsoft's MSN and Windows Live business, where he was responsible for building the sales team and managing agency relationships. Prior to Microsoft, Christian spent 4 years in Los Angeles and San Francisco with major media investment companies Mediaedge:cia, Initiative and Publicis.

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# Your competition wants you to keep ignoring Social Media!



**Lee Smith**  
CEO - DIGITAL  
OMG ASIA PACIFIC

Lee Smith is the CEO of Digital for the Omnicom Media Group Asia Pacific and is responsible for the company's digital capabilities, strategic client management and operations, for both the award-winning OMD and PHD brands across the Asia Pacific region.

Lee is a veteran from the digital marketing industry in Canada, where he was Managing Director at OMD before joining Omnicom Media Group as regional head for Asia Pacific, sitting in the Singapore headquarters.

Lee has extensive experience with all digital platforms and is driving digital revenue growth in APAC via his passion for technology, platform thinking and consumer insights.



**Ruben Eduardo Maislos**  
Founder & VP Business Development  
Pudding Media

Ruben founded Pudding Media in 2006 with his brother Ariel. Since founding the company, Ruben has taken various positions, and is currently spearheading business development initiatives and marketing activity and is the driving force behind the company's global expansion of operations.

A veteran in the realm of ad funding telephony services, he brings to Pudding Media the know-how accrued over a decade of working at DSPC and Intel, where he gained a wealth of experience in the realm of speech recognition and advanced mobile telephony coupled with extensive mobile marketing expertise. He has filed several patents in the field of mobile communications and holds a B.Sc. in Math and Computer Science. Ruben lives in Singapore, and takes an active roles in educating the APAC market by speaking at most digital advertising and the mobile events.

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# Have media specialists got Social right? How to play the game!



**Prashant Kumar**  
CEO, Universal McCann Malaysia

Prashant has been a leading champion of Integrated Communications planning in the Asia-Pacific region at Universal McCann Malaysia with blue-chip clients like Coca-Cola, J&J, F&N, Proton, Telekom Malaysia, Dutch Lady, MasterCard, Taylor's college etc.

Universal McCann has won a string of innovation awards including twice Grand prix winner & thrice Agency of the year runner-up in last 4 years & the only Cannes media lions & Festival of media finalist. Prashant also started the highly successful UM Consulting to offer marketing consultancy & ROI analytics to UM clients in Malaysia.

Before this, he was heading Communication Planning for Asia-Pacific in Universal McCann, traveling extensively from Japan to China to India driving strategic creativity across the region and helping win a series of new business for the network. Having been part of several global task forces, he also helped develop UM's Global Communication Planning agenda. At the very start of his career, he founded a dot com company in 1999, but had to close down due to dotcom crash. He ended-up writing P&G's first Digital Strategy in India. He is probably the only Google -certified search expert among Media Agency CEOs in Malaysia.

He was the first member of Malaysian Media Community & the only one from SE Asia to be invited to the much coveted Cannes Media Lions jury this year. At 33, he was also the youngest jury member.



**Robbie Hills**  
General Manager, Asia Pacific  
RockYou

Robbie Hills is recognized as one of the region's most authoritative digital marketing experts. On April 1st, 2010 he was appointed General Manager of RockYou APAC.

RockYou is the leading innovator, creator, and distributor of content on the social web.. The company provides customized, one-of-a-kind branding and promotional opportunities through its network of games and applications on social networking platforms like Facebook, MySpace, Bebo and hi5.

RockYou's advertising platform is the largest social media ad network. Most recently he was the CEO of WPP's Group M Search businesses across the Asia Pacific region.

His impressive 15-year career in online sales and marketing has included a number of milestones, including the Australian launch of Sensis MediaSmart's web search solutions across its portfolio of online products, including Sensis and Telstra BigPond. He was also responsible for Australia's largest third advertising network, which included websites for the AFL, NRL, Disney, Vogue magazine, travel.com.au and lastminute.com.au.

Hills is an Advisory Board Member for Ad:Tech Singapore and iMedia Brand and Agency Summits.

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## So who's coming to the Social Media party?



**Ranganathan Somanathan**  
CEO of SMG & Optimedia Malaysia

Ranga has 15 years of experience in advertising and research.

An 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, he was promoted and packed off to Indonesia as MD of Starcom Indonesia. During his stint there, the operation grew by 40% and had a new business success rate of 75%.

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.



**Roy Tan**  
Managing Director,  
Carat Media

Roy graduated from the University of Western Australia with a Bachelors degree in Commerce majoring in Accounting and Finance.

His experience spanned across the information technology industry as well as interactive and full service local and international agencies and networks.

Roy held the position of the Chief Operating Officer in Sil Ad, managing brands such as Sony, Nissan, Lycos and adidas prior to Carat Malaysia.

Rediscovering his passion for media, he rejoined the Carat office in 2003.

Before his promotion, Roy was the Managing Director for Carat Interactive. He handled BMW, Malayan Banking, Southern Lion, Philips, and Lam Soon.

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# Programme

8.15am

Registration and Morning coffee/tea

8.55am – 9.05am

**Opening Speech** by Organising Chairman  
Harmandar Singh aka Ham CEO of ADOI Magazine

9.10am – 9.30am



## Influencing Influentials

Opening Address - Andreas Vogiatzakis, Managing Director, Malaysia

- Internet ad spending vs internet penetration
- Power of the Influencers - the tipping point
- Power to the Influencers - not "if", but "when"
- How speed of Information is influencing opinions and behavior
- Why Authorities are replaced with peer-based information
- One constant amongst changing rules: interruption is ostracized from the influencers' world
- The Barriers are Broken

9.30am – 10.00am



## Monetizing the Social Media Opportunity

Matt Sutton - Managing Director, Aktiv Digital

- Social Media, biggest communication revolution since the internet
- Commercial opportunities always follow the consumer
- Content creators: creating media space with full suite of advertising opportunities: Sales Vendors, advertising intermediaries
- Agencies: consulting intermediaries with full suite of functions such as planning and buying functions, PR functions, campaign management, creative functions, research functions
- Tracking tools: for tracking profile and perception across social media
- Brands: advertising opportunities to increase market share, affiliate opportunities to shift product directly on the site
- Recent trends example of some clarity in how to maximize monetization opportunities: Facebook partnership with PayPal/ Twitter monetizing tweets, and more

10.05 - 10.40am



## Your competition wants you to keep ignoring social media!

Lee Smith - CEO of Digital OMG Asia Pacific

- Socialising social media within your organisation
- Exploring why our social media skills go away when we need to apply them to marketing
- Using technology to prove your case for Social Media investment
- Social Media – the biggest research panel you have ever used.

11.05am – 11.40am



## Have Media Specialists got Social right?

Robbie Hills - RockYou, Asia-Pacific and GroupM's former Regional Head of Search

- Who owns a clients social media strategy Do media agencies actually need social media specialists and can they add value?
- Can digital teams be aware of all that is involved when planning social media strategies?
- Should in-house experts be used or third parties – Generalists vs Experts?
- How do clients ensure they understand what is being delivered from social media?


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11.45am – 12.15pm

**Word of Mouth Marketing is everywhere!**

Ian McKee, CEO, Vocanic Asia

- The ROI of Recommendation via WoM and Social Media!
- Advocacy is new KPI
- The NPS (Net Promoter Score) to Brand Success equation
- The cost of retaining a bad customer.
- Social Media is the vector for the Recommendation
- USP is now the Unique Sharing Propositioning
- How to Measure, Manage and Amplify your Advocacy

12.20pm – 1.00pm

**Panel Discussion: Social Media – How to play the game?**

Moderator: Pamela Yap, Director – New Media Business, Astro

Panelists:

- Lee Smith - CEO of Digital, OMG Asia Pacific
- Ian McKee, CEO, Vocanic Asia
- Matt Sutton - Managing Director, Aktiv Digital
- Ruben Eduardo Maislos – Founder & VP, Pudding Media
- Robbie Hills - RockYou, Asia-Pacific

1.00pm – 2.00pm

**LUNCH**

2.05pm – 3.00pm

**Special Guest Speaker by The London Speaker Bureau!**

Bob Borchers - Global Innovation Guru, Co-Developer of Apple's iPhone  
Former Senior Director of Worldwide Product Marketing - iPhone

3.10pm

**The Future of Social Media on the Go!**

Christian Cadeo, AdMob AsiaPac

- The rise of the next generation mobile via iPhone and Android
- How this plays into the dynamics of mobile social networking
- How brands and marketers can use mobile advertising to build relationships with customers
- How will technological innovation inspire and marketers to go mobile

4.10pm

**Panel Discussion: So who's coming to the Social Media party**

Moderator: Angeli Beltran, Regional Senior Director,  
Dentsu Asia Digital Division

Panelists:

- Andreas Vogiatzakis, MD of OMG
- Prashant Kumar - CEO, Universal McCann
- Roy Tan – MD, Carat
- Ranganathan Somanathan – CEO, StarcomMediavestGroup
- Henry Tan – COO, Astro TV

5.10pm

**Closing** by Organising Chairman Harmandar Singh aka Ham,  
CEO of ADOI



MMC2010 SBL BIASA

# Register Now!

9 JUNE, 2010 | 8.30AM – 5.00PM

**MALAYSIAN MEDIA CONFERENCE2010**  
**SIME DARBY CONVENTION CENTRE,**  
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RM1100 (per head)

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NOMINATION FORM (Please photocopy for extra participants)

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CONDITION: BOOKINGS ARE TRANSFERABLE, CANCELLATION ARE NOT ACCEPTED.