

MALAYSIAN MEDIA CONFERENCE 2013

BREAKING THE MOULD!

MEDIA MORPHOSIS DEMYSTIFIED

JULY 3, 2013. MATRADE CONVENTION CENTRE, KL

www.adoimagazine.com/mmc2013

ORGANISER



CO-ORGANISER



The 9th Malaysian Media Conference hosted by Matrade and the International Advertising Association Malaysia is organized by MARKETING magazine. It is a leading regional business forum that covers the latest in media, marketing and digital trends. Top speakers include industry and thought leaders who will deliver ground-breaking presentation to arm you with the best marketing communications knowledge for today's challenging business environment.

The Malaysian Media Conference (MMC) 2013 themed *Breaking the Mould* is now open for registrations.

To book your seats, email ruby@ham.com.my
Or call 03 7726 2588 now!

Date

July 3, 2013

Time

8.30am- 6.00pm

Venue

Matrade Exhibition & Convention Centre
Level 3, East Wing,
Menara MATRADE
Jalan Khidmat Usaha,
Off Jalan Duta,
50480 Kuala Lumpur.

GPS Coordinates:

N3 10.628 E101 40.026
(<http://goo.gl/maps/70Yn5>)

W E L C O M E

This is the 9th year for the Malaysian Media Conference (MMC). It is also a time when content, collaboration and convergence are no more buzz words. MMC has become an annual cornerstone event for the media and marketing industries in Malaysia to catch up on the latest groundswell trends to hit the communications landscape. This year's theme *Breaking the Mould* does exactly that as it traverses digital, mobile, content, business analytics, user behaviour, latest award-winning Malaysian and Global media case studies plus a peek into what happened in the digital space during the recent General Elections!

Organised under the auspices of the Malaysia External Trade Development Corporation (MATRADE) and the International Advertising Association (which is celebrating its 75th Anniversary), event creator MARKETING magazine has once again gathered a luminous cast of illustrious speakers who are sure to inspire and take you on a journey which demystifies the media as you know it.

Valuable insights and business lessons await the enterprising professional who wants to succeed in today's ever-changing marketing terrain. And like every year, more than 350 media, marketing, brand, digital and advertising professionals are expected to throng this full-day where everyone takes stock of their vision and passion in Malaysia's RM10 billion media industry.



Harmandar Singh
Founder, Malaysian Media Conference (MMC)

WHO SHOULD ATTEND

Every media and marketing professional who wishes to navigate and understand the increasingly complex media scenario and become savvy with latest trends and opportunities in the marketplace.

This applies to heads of marketing companies, agencies, media specialists and owners plus new players who want to get a head start in the game. MNCs and GLCS, SMEs and SMLs will also benefit from this one-day programme in terms of content and networking with high profile industry practitioners.

9 YEARS OF MEDIA EXCELLENCE!

The Malaysian Media Conference is a proven landmark event for all media and marketing professionals to get everyone on the same page one day in the year. Over the years, we have tackled many timely topics and issues, ranging from media and marketing challenges and online, digital, mobile to discussing issues like media consolidation, best practices and industry debates featuring leading icons from the local, regional and global markets.

MALAYSIAN MEDIA CONFERENCE PERSON OF THE YEAR!

Every year, the organizers select one individual who had made a positive impact on the media and marketing landscape over the past year. Someone who has demonstrated leadership qualities and also the panache to see beyond the boundaries of the industry in championing the cause of media.

There is only one winner every year!

CONTENT EXPLOSION

This year we have added a new section called the Content Explosion in an exclusive sharing session featuring presentations and a Panel Discussion comprising content creators, distributors, digital media, and new IPTV players.

The content you consume shapes your reality. People say content is king, and social is the future, so how do you embrace the future? Good content is evergreen and builds long-term relationships with consumers, it has no expiry date.

It's hard to convert your leads into consumers without content. So does your brand have content? Is your content social? Is your content occupying Malaysia's social feeds?

WINNING MEDIA CASE STUDIES

Award-winning media campaigns that rocked the market. Listen to the creators explain the how and why, plus results of their innovative ideas. Top media specialists like Carat, Universal McCann, Starcom, Zenith, Maxus, MediaCompete, Mindshare and more are slated to take the stage and share their cutting edge work. This will be the first time you will have the chance to see up close the real reasons and secrets behind great innovative media campaigns in Malaysia

T

O

P

L

I

N

E

S

P

E

A

K

E

R

S



GRAHAM KELLY
Regional Executive Creative Director
Isobar

Seasoned creative Graham Kelly is the Regional ECD at Aegis-Dentsu digital network Isobar. Graham will drive creative excellence across Isobar's 21 offices and 13 markets in the region.

With over twenty years of experience, Kelly has held the title of creative leader at Ogilvy & Mather, BBH, Leo Burnett, TBWA, and Saatchi & Saatchi across Asia. After winning accolades

at Cannes Lions, D&AD, Clio, One Show, Effie and Spikes for traditional work, he moved into the digital arena where he also excelled, winning at leading digital shows, including Cannes Cyber Lions, One Show Interactive, and Clio Interactive. His most recent agency role was Regional Creative Director at OgilvyOne India, a position he left last year.

Before joining Isobar, Kelly was co-founder and ECD at GKIM, a tech start-up. He will remain a shareholder, but the day to day running of the company will be handed over to his business partner.



ROHIT DADWAL
Managing Director
Mobile Marketing Association Asia Pacific

A highly visible advocate with over 18 years of experience in the internet, digital and mobile spheres, with experience spanning different roles and across different industry verticals.

He has been instrumental in the MMA's growth in the region, forging relationships with industry leaders and key stakeholders. He also writes regularly on mobile and mobile marketing related matters, and has spoken at numerous industry events and conferences across the global markets, evangelising digital marketing and mobile as marketing media to over 20,000 people.

Rohit sits on the board of the Digital Advertising Alliance (DAA) in Singapore, is an Advisor for the Internet and Mobile Marketing Association of the Philippines (IMMAP) and IDBYTE (Indonesia). In addition, Rohit is often called to serve as a judge for marketing awards across Asian markets, and is an award-winning business leader, who also mentors several young start-ups.



MICHAEL HAWKINS
Shopper Marketing and Customer
Intelligence Expert

Michael has seventeen years' experience working in Consumer, Shopper & Retail insights both in the UK and in Malaysia and currently holds consultancy positions with SAS Malaysia, where he heads the Customer Intelligence Practice and Engage where he consults clients on Shopper Marketing strategy.

Michael started his career with Diageo in the UK but after three years learning the skills of the sales discipline, he decided on a career change into Shopper Insights with TNS (now Kantar) Worldpanel.

After five years, Michael took the opportunity to move with TNS to Malaysia, taking on the responsibility of General Manager of the

Worldpanel business. In this role he became an expert in Malaysian shopping behaviour and regular speaker on the topic.

In 2008 Michael moved to set up dunnhumby Malaysia using Clubcard Loyalty data to generate Shopper insights for Tesco and its suppliers as well as the most sophisticated personalised promotions programme in Malaysia.

Since July 2012, Michael has worked as an independent consultant and divides his time between the world of "Big Data" with SAS and the application of Shopper Marketing with Engage.

Outside the retail and grocery insights arena, he loves to spend time with his four kids and roaming the jungles of Malaysia.

S

P

E

A

K

E

R

S



RICHARD HALL
Managing Director,
The Nielsen Company
Malaysia & Singapore

Richard is a veteran of the research world and has worked across both agency and client sides in his twenty years of experience. His career began back in the UK where he worked on the agency side and then progressed to the client side with one of the UK's leading retailers.

In 2000 he moved to Asia and has enjoyed time in Hong Kong, Sydney, Shanghai and Kuala Lumpur in both country and regional roles.

He has recently moved from a regional role in Nielsen and is now the country head for Malaysia.



MATT SUTTON
Managing Director
Komli Play & Engage – SEA, Australia & India

Matt is part of the management team at Komli in South East Asia as well as being on the Global Commercial Team. He is currently responsible for leading the "Engage" social media business unit and the "Play" video business across Australia, South East Asia and India. Previous to Komli he was the CEO at Aktiv Digital – one of SEA's leading ad networks – before he led a management buyout and concluded the successful integration of that business into Komli. Although in his early 30's, he is considered a media "old hand" with over 10 years of APAC experience spanning print, press, outdoor and of course, digital.

Matt graduated from the London School of Economics with Joint Honors in 2001, before relocating immediately to China to pursue an interest in the economic growth of the Far East. In China he learnt Mandarin and helped set up a publishing company before going on to run CBS's sales teams as Commercial Director for China. He relocated to Singapore in 2007 as part of the team that launched Aktiv Digital in SEA. Matt is a thought leader in the industry and in 2012 he spoke at several conferences including Ad Tech, IMMAP and the Malaysia Media Conference as well as contributing numerous articles and opinions for the industry press.

He also sits on the Singapore IAB Council. His career highlights to date include the buy-out of Aktiv Digital in 2010 and leading the successful pitch for Twitter to partner with Komli in 2012. Matt is passionate about the digital space and the Asia region.



EDWARD PANK
Managing Director
WARC Asia Pacific

Edward opened the Asia Pacific office for Warc at the beginning of 2011 in Singapore, bringing the world's most comprehensive marketing intelligence service to the region. Since then, the business has been expanding at a rapid pace, while generating new Asian content with initiatives like the WARC Prize for Asian Strategy.

Edward has a creative agency background. Before Warc, he was Managing Director of Bates in Singapore, where he led integrated teams to develop campaigns for Sony, Heineken, Nokia and the Singapore Pavilion at Word Expo in Shanghai. Before moving to Singapore, Ed was based in London, where he worked for 14 years at Rainey Kelly/Y&R, latterly as Global Business Director for Land Rover, leading integrated teams to develop launch campaigns around the world.

Always a keen proponent of effective communications, he has won several awards throughout his career, including Effies for Sony and the Anti-Drugs campaign in Singapore.

WARC was previously known as the World Advertising Research Center.

S

P

E

A

K

E

R

S



HENRY TAN
COO Astro

Media specialists are the conduit between consumers and marketers. A good media specialist has a pulse on the changing desires of consumers, and is able to translate that knowledge into compelling propositions for marketers.

To be a mould-breaking media specialist, however, takes extra acumen, tenacity and guts - the ability to see ahead, the insight to execute on them and the courage to say yes to naysayers.

Media practitioner Henry Tan delights in breaking moulds. With over two decades in the industry, Henry is well known for challenging the norm and for his thought provoking campaigns. During his time at Mindshare, he led the agency to pioneer new solutions including branded content, activation, music, digital and a 360 approach. The agency grew in stature locally and internationally, and was named Global Agency Of The Year in the inaugural Mindshare Global Awards. Some key

ground breaking campaigns like Loreal's role in the KL Fashion Week and Sunsilk's shampoo campaign for the 'tudung' market, can be attributed to Henry.

True to his style, he rocked the status quo by challenging the notion that an entertainment company cannot succeed in championing education.

As the COO of Astro, he spearheaded the vision to make education programmes fun and hip. Astro 'Tutor TV' and 'Oh My English!' are the no.1 education and language learning brands in Malaysia with 360-degree offering. 'Oh My English!' has become pop culture phenomenon with 3.6 million viewers on TV, 8.5 million YouTube views and 427,000 Facebook friends.

Another 'first' created by Henry is Astro First, the Pay-Per-View service that premieres the latest local movies just two weeks after their theatrical release, a feat unheard of in the entertainment industry. At over 6 million buys to date, it is a global record and a true 'box office' sensation.



SAJITH SIVANANDAN
Country Manager
Google Malaysia

Sajith is presently the country manager of Google Malaysia, where he oversees sales and business development operations in the country. Previously he was the Head of Travel for Google Southeast Asia, where he looked after the growth of Google's online advertising business in the travel sector for the region.

Before Google, Sajith was the Director of Market Development and Consumer Insights at Affle UK Ltd., a mobile media start up where he worked on business partnerships with mobile operators and advertisers. Prior to Affle UK, Sajith held key sales and management positions at the Gallup Organisation and Star TV (part of News Corp.).

Sajith holds a Master's degree in Business Management with Distinction (majoring in Finance) from the Asian Institute of Management, an MBA (majoring in Marketing) from the Fore School of Management in New Delhi, and a Bachelor's degree with Honours (majoring in History) from Delhi University.

S

P

E

A

K

E

R

S



LAM SWEE KIM
Group General Manager
Media Prima Digital

Kim is the Group General Manager of Media Prima Digital, Media Prima Berhad's digital arm which oversees the Group digital initiatives from all the television and radio networks, newspapers, the lifestyle portal Gua, and the nation's number 1 video portal, Tonton. Having taken over this role since early 2011, she has grown the registered database 3 fold within 2 years to almost 3 million registered users for Tonton and is a key driver in achieving the highest traffic to date for the group's digital assets of over 79 million monthly page views, 6 million monthly visitors and 5 million monthly video views. Media Prima Digital is currently the number 1 Digital Media Group in Malaysia and have won multiple local and regional industry awards.

Kim started Media Prima's Integrated Marketing unit (IM) 2 years ago, integrating marketing solutions for the Media Prima Group working closely with print, TV, radio, digital and outdoor media platforms. Within the first year of inception, IM managed to bring in a total of RM 90 million in integrated advertising revenue as well as regional recognition for marketing excellence.

Previously, as the General Manager of 8TV, Kim was responsible for the Programming, Business Development, and Creative Services, News, Marketing & Communications as well as the day to day operations of 8TV and was one of the key personnel who kicked-off a new era in the Malaysian TV industry with the launch of Malaysia's funkiest TV channel, 8TV in 2004.



AHMAD IZMIR
Chief Executive Officer
IZI Media Group

IZI Media Group Sdn Bhd, offers B2C services in online digital video and interactive entertainment with the goal to be Asia's Premier Digital and Interactive Entertainment Portal. The company's services encompass an ecosystem of products, video content, advertising platforms, and services for multiple online entertainment channels. Its current flagship brand is MaxMan. TV. The company is also involved in international content acquisition and distribution through cinema, web, OTT, IPTV, and TV. Izmir holds a second portfolio as the CEO of Crewstone International Sdn Bhd, a business consultancy and venture capital firm which sits on the boards of private listed companies.

During his career, Izmir has developed vast personal & business networks in government agencies, media, information communications, logistics, security, consulting, and the construction and manufacturing industries. He spent most of his early years in Milan where he attended high school where he gained fluency in both Italian and French.

Izmir graduated with a Bachelor's degree in Entrepreneurship from Curtin University of Technology about 10 years ago and was inducted into the Golden Key International Honour Society as the top five per cent of his graduating class.



CHRISTOPHER WEE
Head of Strategy
SAYS

Chris first tasted success leading a student ad agency of 15 people which became Third Best in the World amongst teams from 34 countries in the L'Oreal Brandstorm Competition in 2007. Later, armed with a Bachelor in Marketing degree from Auckland University of Technology, he started his career at Pfizer in the Marketing Department and rose quickly to Associate Product Manager in less than a year.

He joined Says.com as Conversation Strategist in early 2011 to give "brand campaigns the competitive advantage through effective Social Headlines and Conversations". He quickly rose through the ranks to become Head of Strategy a year later. Today Chris heads a team of Strategic Planners, which gives the SAYS product an additional competitive advantage. SAYS.com runs over 550 social campaigns a year for over 80 top advertisers in Malaysia.

S

P

E

A

K

E

R

S



JEREMY NEYMAN
Business Director
Catcha Digital

Jeremy previously served as Group Sales Manager within the Microsoft Media Network business overseeing high performance and growth digital advertising solutions such as Performance Media, Behavioural Targeting, Re-messaging, Video and Xbox across over 60 nine msn owned and operated sites and over 40 premium publisher sites. He was responsible for the successful launch of the Microsoft Advertising Exchange in Australia and New Zealand, and instrumental in growing the Exchange revenue by 300 percent in just the second month of operation.

At Catcha, he is responsible for managing the entire Catcha Digital team including Sales, Operations, Editorial, Product & Marketing. he implemented a one team structure to bring all divisions together working towards growing the Catcha Digital business. Jeremy also developed, mentored and promoted members within the leadership team including the Head of Sales, Head of Operations and Head of Editorial. He negotiated new content partnerships for MSN Malaysia including working with Catcha Group companies (iProperty, iCar Asia, Haute Avenue).



IZHAM ABDULLAH
Chief Operating Officer
Aka Chief Fiver'

Izham is a graduate in Finance and Computer Science. He has a wide range of abilities and experiences in the Consulting, hospitality and IT industries prior to undertaking his present challenge. Having started his career in Arthur Andersen, Cisco Systems, and eventually AmanRimba, his involvement in the content industry was deemed destined; a movie buff, living a digital lifestyle, and close relationship with past industry acquaintances.

As the Founder of KLfive, his mantra is that premium content should be made accessible to be enjoyed by all and this means making it feasible in terms of mobility, cost and convenience. KLfive promises to be a game changer in this particular area and is set to break the industry norm with its amazing content offerings as well as out-of-the-box solutions to advertisers. Izham sees Internet TV as the way forward and is set to make KLfive the newest and most relevant household name.

F L A S H B A C K



M

O

R

N

I

N

G

8.20am

Registration and Welcome Tea/Coffee

9.00am - 9.05am

Introduction

Harmandar Singh
Organising Chairman,
Malaysian Media Conference (MMC) 2013

9.05am - 9.10am

Welcome

John D Chacko
President, International Advertising
Association (IAA) Malaysia

9.10am - 9.20am

Opening Remarks

Y Bhg. Dato' Mohamad Kamarudin Hassan
Deputy Chief Executive Officer
Malaysia External Trade Development
Corporation (MATRADE)

9.25am - 9.50am

Mould-Breaking Digital Media Ideas

Graham Kelly - Regional ECD, Isobar
(Aegis-Dentsu digital network)

Graham will discuss mould-breaking ideas: how to come up with them, who's doing them and how to learn from them. He will cover a wide variety of digital channels, from websites to social, and from viral to mobile. Graham will also explain how to harness technologies such as Augmented Reality, QR codes and RFID in order to create breakthrough digital campaigns.

Drawing on his experience as creative lead in some of the world's top agencies, Graham will illustrate his session with examples his own work as well as projects from digital innovators around the world.

9.55am - 10.15am

Is Big Data breaking the Mould for Marketing and Media?

Michael Hawkins
Customer Intelligence & Big Data
Consultant

Big Data is the latest buzz word in Marketing and its proponents have promised that it will transform the way we connect with our customers. With untold amounts of structured and unstructured data being made available even to the smallest brands, what is the reality for Marketing in Malaysia?

Michael will explain what Big Data really is, how it can be used to give insight into the customer and how it can be used to drive revenue and profit in the real world. With

a unique background of experience from research, retail and analytics.

Michael will share inspiring case studies from the world of Big Data and it's potential applications in the Malaysian market.

- Why traditional marketing analysis is no longer working
- Why Big Data is set to change the way you talk to your customers
- How to start on the Big Data journey
- Applications to ensure your business is Relevant, Pro-active and Automated

10.20am - 10.45am

Mobile - the next paradigm for marketers is already here!

Rohit Dadliwal
Managing Director Asia Pacific
Mobile Marketing Association

Mobile has become a critical part of the marketing mix as it offers an unparalleled means for marketers to connect with consumers in an immediate, personal, and effective manner. It helps build participation and offers a greater level of interactivity on top of other less-interactive traditional media. Research shows that mobile dominates customer usage across all devices and it is time for marketers to adopt a more mobile centric approach.

An enthusiastic evangelist of mobile, Rohit has his finger on the pulse of the mobile marketing ecosystem in Asia-Pacific and will demonstrate the power of mobile to fuel the entire media landscape, making everything bigger, better and longer-lasting.

10.50am - 11.15am

Coffee/Tea Networking break

11.20am - 11.45am

Online Behaviour - An Anecdotal Journey

Richard Hall
Managing Director
The Nielsen Company
Malaysia & Singapore

A study of user behavior and key drivers relevant to the media planner, though the lens of a market researcher wearing a marketing hat. Get a confident picture of who, where, why and why not about the Malaysian Online user across the different platforms.

11.45am - 1.00pm

POWERHOUR**Content Explosion - The Conversation**

This exclusive sharing session features presentations and a Panel Discussion comprising content creators, distributors,

digital media, and new IPTV players. The content you consume shapes your reality. People say content is king, and social is the future, so how do you embrace the future. Good content is evergreen and builds long-term relationships with consumers, it has no expiry date. It's hard to convert your leads into consumers without content. So does your brand have content? Is your content social? Is your content occupying Malaysia's social feeds?

Starring:

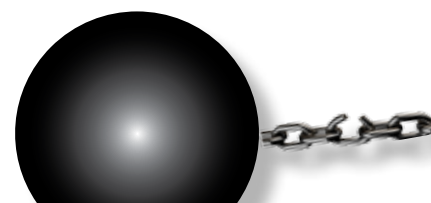
- **Chris Wee**
Head of Strategy, SAYS.com
Where do people consume content? Content Distribution is as important as the content itself.
- **Jin - Jinnyboy TV & Hitz.fm DJ**
Is there a recipe for viral social content that gets millions watching?
- **Jeremy Neyman**
Head of Sales and Operations, Catcha Digital
How do we make brands relevant when producing content? Case study on a male focused content site.
- **Lam Swee Kim**
Group GM - Media Prima Digital
What are the challenges faced when integrating traditional content into digital, and how do we overcome it?
- **Ahmad Izmir**
Founder, IZI Media Group (Max Man TV)
Maxman.tv is an IPTV channel that delivers raw, uncensored, gritty, male-centred shows for free
- **Izham Abdullah**
CEO, KL Five Sdn Bhd
KL5 is a new IPTV channel that addresses the needs of 16million users in Malaysia getting their fix on entertainment anytime, anywhere and any device: TV Everywhere.

Moderator:

Siva Chandran - Voize Music Factory

- Why Content works?
- What is good / bad content?
- When is the best time to do content?
- How is social content different from traditional content?
- Where do Malaysians consume content?
- How do we go about content marketing?
- How do we make content social?

1.00pm - 2.00pm

LUNCH & NETWORKING

E

V

E

N

I

N

G

2.00pm - 3.00pm**Winning Media Case Studies!**

Award-winning media campaigns that rocked the market. Listen to the creators explain the how and why, plus results of their innovative ideas. Top media specialists like Carat, Universal McCann, Starcom, Zenith, Maxus, MediaCompete, Mindshare and more are slated to take the stage and share their cutting edge work. This will be the first time you will have the chance to see up close the real reasons and secrets behind great innovative media campaigns in Malaysia

3.00pm**WARC Innovations in Media 2013 Global winners**

Edward Pank
Managing Director
Warc Asia Pacific

The Warc Prize for Innovation celebrates innovation in communications from some of the world's best campaigns. Ed will present the winning case study from this year's prize, along with highlights from some of the other finalists.

His presentation will showcase how some of the world's leading brands are innovating in areas of integration, new media, real-time marketing and even product innovation. Be inspired by some of the smartest and most innovative thinking from around the world.

Warc is the global provider of ideas and evidence to marketing people. Warc's premium online intelligence service, warc.com, includes more than 7,000 case studies and a huge resource of articles on new thinking and best practice across all areas of marketing. With users in over 100 countries, it is a unique resource relied upon by agencies, brand owners and media groups.

3.30pm - 4.00pm**Coffee/Tea Networking break****4.00pm****Malaysian General Elections 2013 - Overview of Online Search**

Sajith Sivanandan
Country Head
Google Malaysia

The latest Malaysian General Elections was the most close-fought ever in the history of the country. Compared to the previous elections in 2008, this time around the impact of Search, Social Media and online sharing platforms were more defined and played a key role in the sentiment of voters. For the first time, Google Malaysia is sharing exclusively their take on how Malaysians searched online during GE13 to understand the digital sentiment leading up to voting day.

4.30pm**Evolution of Social to Epicentre of Digital Eco-System!**

Matt Sutton
Managing Director
Komli Play & Engage, Global

Twitter is the fastest growing social media platform out there and it's micro-blogging format has given it a very unique footing in the social media eco-system and seen it play a key role in the way people interact with planned events like the elections, olympics and un-planned ones like hurricanes and revolutions.

Matt will illustrate how Twitter's unique combination of mobile access, large reach and short messaging is making it the way people everywhere connect instantly to what's most important to them. There will be an introduction on the impact this brave new world has had on the way in which brands need to communicate in the social media space and how the international roll-out of Twitter's promoted product suite is enabling brands to achieve their marketing goals, as well as examples and case studies.

- The impact of social on society in terms of how we understand the world around us
- An understanding of how social has

moved from the margins to centre of the digital eco-system

- The impact of social on the traditional marketing funnel
- An introduction to Twitter's marketing platform and how social media advertisers can blend organic and promoted activity on social media platforms
- Real life examples of one of leading brands achieving marketing goals from social media and the challenges they have faced

5.00pm**Media specialists need to break the mould for marketing breakthroughs!**

Closing Keynote Address

Henry Tan
Chief Operating Officer, Astro

Henry has more mould-breaking tales and insights to share. At the talk, he will also contemplate with you the latest trend - customised media. "With media consumption rapidly becoming personalised, are TV viewership ratings getting irrelevant, ushering in the age of relevance ratings?"

5.30pm**Malaysian Media Conference (MMC) Award Winner 2013 - a Special Tribute****5.45pm**

Close and Thank You



P

A

R

T

N

E

R

S

ORGANISER



Inspiring Excellence
in Communications
Worldwide™

INTERNATIONAL ADVERTISING ASSOCIATION

CO-ORGANISER



Each participant of the Malaysian Media Conference 2013 will get a complimentary copy of the Malaysian Advertising Directory (MAD) 2013 and Malaysian Media Planning Guide 2013.



Institute of Marketing Malaysia



Registration Form

Date

July 3, 2013

Time

8.30am- 6.00pm

Venue

Matrade Exhibition & Convention Centre
 Level 3, East Wing,
 Menara MATRADE
 Jalan Khidmat Usaha,
 Off Jalan Duta,
 50480 Kuala Lumpur.

GPS Coordinates:

N3 10.628 E101 40.026

(<http://goo.gl/maps/70Yn5>)

ADMISSION:

Single participant:
 RM1550

Group Package of 3:
 RM 1500 (per pax)

+ 6% Service Tax

HRDF CLAIMABLE



CHEQUE PAYABLE TO:

SLEDGEHAMMER COMMUNICATIONS (M) SDN BHD
 22B, Jalan Tun Mohd Fuad 1,
 Taman Tun Dr Ismail,
 60000 Kuala Lumpur,
 Malaysia

BANK TRANSFER TO:

RHB BANK
2-14389-000-10505
 SWIFT CODE
RHBBMYKL

FOR ENQUIRIES: Call Ruby Lim

T: +6 03 7726 2588

F: +6 03 7722 5712

ruby@ham.com.my

Contact Information

Name

Designation

Email Address

Contact Number

Name of the Company

Address Information

Participants Detail

Name

Contact Number

Designation

Email

Name

Contact Number

Designation

Email

Name

Contact Number

Designation

Email

Name

Contact Number

Designation

Email

Name

Contact Number

Designation

Email

Registration & Payment

- Full payment is required upon registration.
- Registrations without full payment will be treated as provisional and will not be guaranteed a place.
- Payment can be made via a crossed cheque payable to "Sledgehammer Communications (M) Sdn Bhd" at least 7 days before conference date.

Cancellation

NO CANCELLATION is allowed but a replacement delegate can be sent.

Sledgehammer Communications (M) Sdn Bhd reserves the right to change or cancel the conference due to unforeseen circumstances.