

IBM LeadershipConnect

Driving Transformation for Greater Value

Marketing

Agenda

9.00am - 9.30am	Registration and Morning Refreshment
9.30am - 10.15am	Keynote: The Future Practice of Marketing: Shaping our Belief
10.15am - 11.00am	Understanding Each Customer as an Individual
11.00am - 11.20am	Coffee Break
11.20am - 12.00pm	Creating Value at Every Touch
12.00pm - 12.45pm	Being an Authentic Brand and Culture
12.45pm - 1.00pm	Closing Remarks: Local ASEAN Exec
1.00pm - 2.00pm	Networking Lunch
12.50pm - 2.00pm	Lunch