

IBM LeadershipConnect

Driving Transformation for Greater Value

Marketing

Agenda

8:00am - 8:55am	Registration
9:00am - 9:45am	Keynote: The Future Practice of Marketing: Shaping our Belief
9:45am - 10:30am	Understanding Each Customer as an Individual
10:30am - 10:45am	Morning Break
10:45am - 11:30am	Creating Value at Every Touch
11:30am - 12:15pm	Being an Authentic Brand and Culture
12:15 pm- 12:20pm	Closing Remarks: Local ASEAN Exec
12:20pm - 1:00pm	Lunch