



# SOCIAL MEDIA INNOVATION CONFERENCE

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**DATES** 25-26 April 2018 (Wednesday & Thursday)  
**TIME** 9.00am – 5.00pm  
**VENUE** Ballroom A, Renaissance Hotel Kuala Lumpur

Organised by



Strategic Partner



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## BENEFITS



### **We're an investment and you're worth it.**

You'll make connections with the industry's top social media pros, creators, and people just like you. You'll discover ideas that'll transform your marketing, your content, and your business.



### **Led by top-notch strategic thinkers, and C-levels.**

Representing the region's biggest brands, influencers, Industry disruptors, and business change agents – from Indonesia, Malaysia, Singapore, Philippines, Sri Lanka, Hong Kong, Shanghai from across all industries.



### **Tactical conference designed by leaders for leaders.**

If you are a business leader, marketing professional, an entrepreneur who is looking at achieving extraordinary results in 2018, TalentCap Conferences is for you!



### **Leverage on the latest digital marketing tech and innovation.**

Keynote presentations take deep dives into social media marketing tech, innovation and strategic topics that are designed to provide actionable results on your business.



### **Scale up your business and grow your career in 2018!**

With plenty of learning and networking opportunities - the perfect place to build a professional network, find business partners, generate new growth ideas, and learn.



### **Create positive impact on your marketing strategy.**

Business has only two functions – marketing and innovation. Fuel your insights on innovation to create the greatest positive impact on your marketing strategy.



### **Sharpen your saw.**

The idea is that sometimes you have to take a break from the “work” of your work to sharpen your skills. A dull axe won't cut a tree nearly as effectively as a sharp one.



### **Cross-industry learning.**

Cross industry learning allows you to stay ahead of competitors by implementing the learnings from other industry domains and also allows you to survive by using your existing portfolio to enter new markets.

## WHO SHOULD ATTEND

**The Social Media Innovation Conference Kuala Lumpur April 2018 strives to inspire and equip leaders, professionals and entrepreneurs to achieve extraordinary results – attracting 250 delegates from Southeast Asia and beyond, consisting of key decision makers.**

- Participants are highly engaged international audience consisting of Key Decision Makers and C-Levels
- Participating Cities: Kuala Lumpur, Singapore, Jakarta, Hong Kong, Taiwan, Shanghai, Manila, Bangkok
- Participants from big brands, influencers, Industry disruptors, and business change agents
- Estimated Attendance: Approximately 250 including staff and attendees

### **Vice Presidents, Managing Directors, General Managers, Directors, Heads of Department, Senior Managers, and Managers of:**

- Marketing Analytics
- Advertising and Branding
- Campaign Management
- Content Management
- Digital Marketing
- Publishing
- Social Media Marketing
- Digital & E-Business
- Digital Marketing & Sales

- Customer Experience
- Customer Propositions
- Business Analysis and Planning
- Strategic Management
- Corporate Social Responsibility
- Product Research & Marketing
- E-commerce
- Business Intelligence
- Business Development

### **From Across All Industries:**

- FMCG
- Consumer Durables
- Agriculture
- Insurance
- Telecommunications
- Healthcare
- Manufacturing
- Retail
- IT
- Energy
- Pharmaceuticals
- Automotive
- Oil & Gas
- Cement
- Media
- Banking & Finance
- Textiles
- Steel
- Government
- Power & Electricity
- Electrical & Electronics

**The social media marketing professional:** If your job is to manage social media marketing, but you're struggling to keep up with the ever-changing nature of social marketing, this event is for you. What makes Social Media Innovation Conference so unique are the friendly attendees who either own or work for businesses with fewer than 100 employees. But we also attract plenty of marketers from big businesses. For example, in 2017, the event was attended by professionals & C-levels from Microsoft, Google, Oracle, Appier, BBDO, PRWire Asia, DXC Technology, MindValley, BFM 89.9 The Business Station, iCar Asia, ShopBack, CPXi, fave, eBizU, TryandReview – among others.

**The influencer, blogger, video creator, or podcaster:** If you regularly create content to establish yourself or your business as a thought leader—or you want to build a sustainable business on the back of your social content—we have several sessions just for you. This event will help you get more attention online and better monetize your content. There are also many marketers attending who are seeking for creators just like you! That alone is worth the entry price. You don't get that level of networking and connecting anywhere else.

**Are you new to social marketing or want to be a creator?** If you're relatively new to social media marketing or you aspire to be a creator, just know that the industry is in constant flux. This means even the most experienced marketer is often restarting the adventure, over and over. You have an opportunity to embrace the latest techniques at this event. So while this event is ideal for the experienced social marketer or content creator, even a beginner will find value.

## PARTICIPANT KEY TAKE-AWAYS

The Social Media Innovation Conference key focus on latest trends in Innovation, Leadership & Strategy, Productivity & Performance.

### Topics Covered Include:

- Video: What are the creative models you can use to monetise Video Ads, Live-Streaming, Video Chats and Podcast?
- Culture: How to use social media to spur employee innovation culture?
- Strategy: What are the core pillars to plan a comprehensive social media strategy?
- ROI: Why the need to evaluate your social media ROI – How to ask the RIGHT questions and measure to get buy-in?
- Engagement: How to build brand advocates that market your brand through reviews, testimonials, and word of mouth?
- Listening: How does social media listening assist your organisation to gain strategic advantage?
- Platforms & Tools: Which social media platform is best for your business?
- Messenger, ChatApp, VOIP: How to use messaging apps in your marketing strategy?
- Chatbots: Why are Chatbots the wave of the future: What are the success stories, challenges and opportunities?
- Programmatic: Why is programmatic marketing growing so fast & what are the opportunities for marketers?
- Community Building: How to build you brand's community on social media that actually cares about what you say?
- User-Generated Content: How to power your marketing with UGC?
- Public Relations: How to integrate your social media and PR?
- Thought Leadership: What are the creative processes to inspire, transform, and accelerate your writing?
- Data: What are some of the social media and data reporting tips for becoming a data-savvy marketer?
- Analytics: How to use social media analytics to create the best content? How to analyse social media data for your business?
- YouTube: How to optimise your video marketing strategy for YouTube?
- Facebook: What are the major Facebook business strategies every marketer must know in 2018?
- LinkedIn: Actionable steps towards your successful thought leadership strategy and How to measure the return on content?
- Instagram: How to convert Instagram followers into paying customers by using right marketing strategies and tactics?

**KEYNOTE SPEAKERS & PANELIST (2018)**



**LinkedIn**



**phd**



**TEALIUM**



**axiata**



**NESPRESSO**



**adparlor**



**GoCar**



**DIGITAL ASIA**



**TRY AND REVIEW**



**IQI**  
Asia's Global Brand Equity Partner



**TINT**



**SILICON VALLEY STARTUP MARKETING**



**THINKSOCIALASIA**

www.thinksocialasia.com

KEYNOTE SPEAKERS & PANELIST (PAST 2017)



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## Your Eminent Trainer

### Sweta Patel

Best Selling Author, SEJ Top 100  
Women in Tech Influencer,  
The Oracles Member

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## DEEP DIVE | How B2B and B2C Use Instagram to Win New Customers

Instagram is growing up and taking over the channels with a storm. The word says Instagram is only for millennials but it is far from it. Most businesses are using Instagram to generate leads and convert them into paying customers (if done the right way).

Sweta Patel will share the step-by-step method of exactly how she grew her Instagram account from 13 to 80,000 followers in one year. She didn't buy followers, didn't pay for likes, and wasn't lucky enough to be sponsored by Instagram. She's completely transparent about everything she did so you can takeaway an actionable strategy. Sweta shares actionable insights on you can explore the Instagram hacks that can save you time and money.

For more information, kindly contact Deepak at [deepak@talentcap.com](mailto:deepak@talentcap.com)

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**Keynote speaker**

**Cally Lo**

Regional Account Manager

**LinkedIn**

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## **LinkedIn Talent Solutions: Stay on Top of the Recruitment Competitive Landscape**

The world has become more competitive in the talent acquisitions space. Given the global mobility of the average candidate, the freedom to switch companies at ease has become a challenge for businesses. With the more technically skilled candidates, these niche fields have intensified retention concerns to unprecedented rates leaving companies needing to become more creative in ways to acquire and retain specific types of talent.

Join this session to learn how to use LinkedIn's Talent Solutions to stay on top of the recruitment competitive landscape. Cally shares innovative insights and inspiration on What are the growth areas within talent acquisitions? What is "talent intelligence" and how can it affect your business? How can a Business and HR Leaders stay competitive in the talent war?

For more information, kindly contact Deepak at [deepak@talentcap.com](mailto:deepak@talentcap.com)

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**Keynote speaker**

**Alan Cheah**

Chief Executive Officer  
GoCar

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## **Team Culture: How to Align Team Culture to Your Marketing Strategy**

Apart from strategies, marketing tools, and knowledge; team culture plays a huge part in leading the marketing direction for GoCar. The team's values, passion, and vision for GoCar dictates how we choose to pursue certain partnerships, what kind of digital campaigns to run, which community events to organise, and how we communicate with our users.

Once we have that aligned, it's clear to see how we managed to grow the company from 5 GoCars in 5 locations in 2016 to 180 GoCars in 80 locations in 2017. It all begins with the team culture. Join this session to learn why team culture is important to your company's marketing strategy. Alan shares innovative insights and inspiration on how to align team culture to your marketing strategy.

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# SOCIAL MEDIA INNOVATION CONFERENCE



**Keynote speaker**  
**Andy Clark**  
VP & Managing Director  
Tealium

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## Why a Customer Centric Focus Means Ownership of Your Data Supply Chain

Organizations leverage multiple martech solutions, channels and marketing initiatives in the hopes of being able to reach their audience in a variety of ways. Massive amounts of behavioral profile data is collected at each of these touchpoints, which is extremely valuable in driving better decision making around audience and individual targeting.

The challenge is that most brands aren't able to effectively connect all of the data they are receiving, and thus, aren't able to create a single view of their customer. Brands who have successfully instituted a customer-at-the-center mandate within their business, by connecting their disparate data sources, are seeing powerful results in their now customer-centric campaigns and strategies. Join this session to learn how and why having a robust data strategy differentiates you from other brands.

For more information, kindly contact Deepak at [deepak@talentcap.com](mailto:deepak@talentcap.com)

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**Keynote speaker**

**Eileen Ooi**

Head of PHD Malaysia

**PHD**

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## **Merge: The Closing Gap of Technology and Us.**

As we spend more time in the virtual world, machines will be more embedded in our lives and as machines get more intelligent we will reach a point where we become indistinguishable from one another. Technology and humanity will both symbolically and literally – Merge.

This session share insights on the new age of advertising as merger of technology and humans happens. Highlights include the key tech trends & the implications for marketers – a tactical sharing on what are some of the social media and data reporting tips for becoming a data-savvy marketer.

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# SOCIAL MEDIA INNOVATION CONFERENCE



**Keynote speaker**

**Dheeraj Raina**

Managing Director APAC

**AdParlor**

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## **The Future of Social Media Marketing and What It Takes to Win!**

Southeast Asian consumers are far ahead in the tech and digital adoption and are pushing advertisers to catch up. Our markets are fast turning into mobile and digital first markets and in need of a hyper personalized digital marketing approach. It is time to think People based marketing as mainstream marketing.

This session share tactical insights on; What should you care for as an social media advertiser in this world full or disruptions? Why is programmatic marketing growing so fast & what are the opportunities for marketers? How to task every digital media spend on brand and business outcomes? Why the need to evaluate your social media ROI – How to ask the RIGHT questions and measure to get buy-in?

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# SOCIAL MEDIA INNOVATION CONFERENCE



**Keynote speaker**

**Tim Sae Koo**  
CEO & Co-Founder  
TINT

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## **Why User Generated Content Marketing is on the Rise for the Modern Customer Journey**

The modern customer buying journey is far from simple and linear now. There is an increase of number of touch points that marketers need to provide content for their audience. Not just any staged and one-sided salesy content. People don't trust those types of staged content anymore. Consumers expect relatable and personalized content as there is too much generic advertisement noise to filter through today. That presents marketers a massive headache with how much time and costs needed to keep up with personalized content demands from consumers on multiple marketing channels. Enter the UGC marketing world.

This session share tactical insights on; Why more top brands are investing in user generated content marketing now more than ever? How to easily implement an effective user generated content marketing strategy that's also legally safe? What brands are integrating a quality user generated content marketing strategy across their customer journey?

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# SOCIAL MEDIA INNOVATION CONFERENCE



**Keynote speaker**

**Kishan S.**  
Founder  
ThinkSocial Asia

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## **Now is the Time for Social Media Optimization**

If you haven't been thinking about it, 2018 is going to be the year to invest in social media analytics to facilitate smarter decision making. On average, users are spending less time on public social networks. 61% of people will unfollow brands due to irrelevant content. 45% of people are likely to unfollow brands that self-promote too often. Declining organic reach of brand posts has become a norm. To offer yourself the best possible chance to optimize your social media ROI, it is vital to adopt social media analytics using a rigorous framework to facilitate the relentless iterations between planning, implementation and evaluation.

This session offers insights on why investing in social media analytics is crucial in today's social media landscape. Highlights include the sharing of a 5-point social media performance optimization framework, techniques for setting competitive KPIs, tips for uncovering content themes that resonate with your audience and key social media metrics for evaluating the effectiveness of your social media content.

For more information, kindly contact Deepak at [deepak@talentcap.com](mailto:deepak@talentcap.com)

# SOCIAL MEDIA INNOVATION CONFERENCE



**Keynote speaker**

**Maelle Pochat**  
Co-Founder & GM  
Try&Review.Com

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## **User Engagement, Story-telling & Social Media Strategies: How FMCG Brands can learn from Niche Brands**

Niche brands embrace the rise of new technologies and social media marketing to deliver cheap and fast go-to-market strategies. We can see brands emerge overnight with marketing strategies based 100% on social media and user-generated content. They are agile and master to perfection the art of spotting market trends and tapping into it. FMCG brands can learn from them to run more customer-centric and authentic social media strategies.

This session share tactical insights on; How to run customer-centric social media strategies? Analysis of niche brands strength in running powerful Social Media strategies. Tips for FMCG brands to increase authenticity in Social Media and reach out to new audiences.

For more information, kindly contact Deepak at [deepak@talentcap.com](mailto:deepak@talentcap.com)

# SOCIAL MEDIA INNOVATION CONFERENCE



**Keynote speaker**

**Boye Hartmann**

Operating Board Member

Y Digital Asia

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## **Blockchain in Advertising**

How will blockchain play out in online advertising? It's already begun. The same decentralisation effect that is playing out in the finance sector is taking place in the adtech world. Blockchain offers an ideal solution for all video content creators, from YouTube stars and influencers to vloggers and podcasters to freelance reporters and marketing experts.

This session share tactical insights on; What is the promise on having blockchain in advertising? How to utilise smart contracts with influencers and other stakeholders? Real life example of how to out-compete YouTube by using smart contracts and empowering influencers.

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## Panelist

**Eve Fong**

E-Commerce Manager

**Nestlé Nespresso**

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### Panel: Social Media Best Practice Examined

It's the kind of perplexing question many companies face as they formulate their thinking about social media. Whether you're starting a social media marketing plan from scratch or redefining an existing social media strategy; we've found that taking a moment to reflect on some key questions can be a really valuable exercise.

Understanding how company strategies are evolving to use existing social media not only will be of use today but also should guide managers as they adapt to platforms developed in the years to come.

This session shall look at how brands like Nespresso can build from their current work to craft global strategies for effectively-scaled marketing.

For more information, kindly contact Deepak at [deepak@talentcap.com](mailto:deepak@talentcap.com)

# SOCIAL MEDIA INNOVATION CONFERENCE



## Panelist

**Nowrid Amin**  
Social Media Strategist  
IQI

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## Panel: Social Media Best Practice Examined

Gone are the days when home buyers would open a newspaper to look for properties for sale or look up names of real estate agents in a phonebook. Home-buyers today are online looking for that house or piece of land they can call their own. It is imperative for any real estate agent to use social media in marketing their businesses and listings. Social media marketing for real estate agents can set your business apart from the rest.

This session shall look at how brands like IQI can build from their current work to craft global strategies for effectively-scaled marketing. Gain tactical insights on; Killer Facebook Ad Strategies & Audience Insights for real estate agents. What are the tips and best practices of taking your business to social media? How do you use Facebook to market your real estate listings? How real estate agents can find new customers with Facebook lead ads?

For more information, kindly contact Deepak at [deepak@talentcap.com](mailto:deepak@talentcap.com)



**“A very broad and interesting selection of keynote speakers. TalentCap was very efficient. The analytics topics were the most interesting because it is also the most challenging for marketers.”**  
– Jonathan Adams, Chief Marketing Officer, iCar Asia

# SOCIAL MEDIA INNOVATION CONFERENCE

25-26 APRIL 2018 | Ballroom A, Renaissance Hotel Kuala Lumpur

## REGISTRATION FORM

### COMPANY DETAILS

Company Name \_\_\_\_\_  
Business Unit \_\_\_\_\_  
Address \_\_\_\_\_  
Tel \_\_\_\_\_  
Website \_\_\_\_\_

### DELEGATE 1

Name \_\_\_\_\_  
Designation \_\_\_\_\_  
Direct Line \_\_\_\_\_  
E-mail \_\_\_\_\_

### DELEGATE 2

Name \_\_\_\_\_  
Designation \_\_\_\_\_  
Direct Line \_\_\_\_\_  
E-mail \_\_\_\_\_

### AUTHORISATION (OUR REFERENCE)

Name \_\_\_\_\_  
Designation \_\_\_\_\_  
Direct Line \_\_\_\_\_  
E-mail \_\_\_\_\_

### DELEGATE PASS PACKAGE

- IMM Members 2 Days Pass Single Delegate RM 1,800  
 Non-Members 2 Days Pass Single Delegate RM 2,000

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