

2018 OCTOBER 18th
Setia City Convention Centre, Malaysia

THE BEST MARKETING CONFERENCE

Minds Of Marketing Conference

"Marketing God"
Dubbed by the observer UK

Tickets Available Now

MINDS of MARKETING

HRDF CLAMABLE

THE BEST MARKETING CONFERENCE 2018

<http://mindsofmarketing.com.my/>

Our Sponsor & Partners

• Paula Martin

• Andrew Chow

• Sonja Piontek

• Shed Simove

• Camelia Tan Sri Yaacob

• Ng Siang Hang

• Nuraslina Zainal

Minds Of Marketing Will Help You Achieve Your Marketing, Sales & Customer Success Goals

The competitive stakes have never been higher for marketers! Buyers are sceptical, wary, peer driven and your company's voice is just more noise!

Minds of Marketing Conference is an excellent platform to cut through the noise for you to make informed choices in future marketing investments, expand your reach, accelerate sales and increase customer retention.

Be there and be ahead to expand your influence directly meeting new customers at this awe -inspiring marketing conference.

Take Away

99 % Chances for you to

Build Networking And Rapport

Connect with industry movers that will speak about their experiences and insights with you. Get the most out of this opportunity by being present and hear it live! If your goal is to network and reach out to social media marketers, content creators, branding influencers, contemporary marketers and more, the Minds of Marketing Conference 2018 is the event for you

99 % Chances for you to

Increase Your Brand Awareness

You represent your brand wherever you are. Gain brand exposure and visibility by various delegates at our conference, this is an opportunity you wouldn't want to miss!

Shed Simove



www.shedsimove.com

Shed Simove is a performer, entrepreneur, author, and motivational speaker. He is an expert in IDEAS and can help you make your ideas happen.

Shed believes that "when an idea pops into your head, it can send you on amazing adventures -if you follow the idea through...". He is also a Guinness World Record holder and has been called a 'Marketing God' in the media. Shed's passion is to tackle things that have never been done before -and his own ideas can be for anything, ranging from gifts, books, websites, TV shows, gifts, or even his own currency.

Camelia Tan Sri Yaacob



www.rootwommer.com

Camelia Tan Sri Yaacob founder of Rootwommer is a Malaysian serial entrepreneur, coach, trainer and international speaker. Specialized in operating a wide range of businesses putting them on the market and selling the business within a designated period of time.

Today she is best known for her work as the Founder and CEO of a Word of Mouth Marketing organization. Her company invented the first offline system in Word of Mouth Marketing dedicated to train and educate business owners in powerful marketing skills and techniques.

The marketing system called "Marketing Made Easy" has assisted many business owners to practice and understand the importance of marketing their business in any business climate. Today her main objective is to provide business owners a marketing opportunity to transact business, to get connected and to experience potential growth of minimum 30% in business turn over at any one time.

www.rootwommers.com

Sonja Piontek



www.sonjapiontek.com

Sonja is a visionary, driven and unconventional executive with years of international experience in branding, marketing and strategy.

The award winning marketer is passionate about building brands, creating unforgettable experiences and empowering her peers. She has vast experience in Asia and with HNWIs. As a global keynote speaker Sonja has inspired audiences across nations and industries. She regularly speaks on stages across Europe and Asia on topics like: Brand building in the age of digitalization The power of unforgettable brand experiences Trusting yourself -creating true excellence Asia, unexpected insights "Cannot" does not exist in her vocabulary. She is daring, driven and delivers. She continuously strives for excellence and is known for her vision as well as her operational excellence."

Andrew Chow



Andrew is known by the moniker @ideasandrew in all his social media platforms

Andrew Chow is known to be pragmatic, visionary, competitive, intuitive and giving. While he is a successful social media and public relations strategist, entrepreneur and speaker based in Singapore, he is also the best-selling author of a highly popular series of books: Social Media 247, Public Relations 247 and Personal Branding 247.

He is listed as the Top 10 Most Influential Speaker in Singapore in 2013 by the Singapore Business Review. He won the Spirit of Enterprise in 2008 and the Successful Entrepreneur in 2010. Before he served as the President of the Asia Professional Speakers – Singapore (APSS), he also won the coveted Spirit of Service Award from the Industry.



Ng Siang Hang

www.gushcloudinternational.com

Ng Siang Hang, COO of Gushcloud International Siang joined Gushcloud Malaysia in 2012 in its earlier iteration as an influencer marketing platform and led a business turnaround in Malaysia together with Gushcloud co-founder, Althea as the overall group's business pivoted to an influencer marketing agency.

He was appointed as the Country Manager of Gushcloud Malaysia in 2013 and was eventually made a partner in Malaysia in 2014. Siang was the co-executive producer for Influence Asia 2017, Asia's largest social media awards show held in Kuala Lumpur for its 2nd edition.

He also oversees the group's subsidiaries including viral content and digital media network – Lyo Media network; Twenty Acres, a digital marketing consultancy as well as the tech department for the group.



Nuraslina Zainal

www.theiagroup.com

Nuraslina is the Founder and Group MD of Genaxis Sdn Bhd and CEO of IA Consulting Sdn Bhd (iAC).

A visionary in strategic business transformation, she brings with her 15 years of experience in transforming and optimizing business process performances of major organisations such as UEM Sunrise, PLUS, Pharmaniaga, Boustead Naval Shipyard, TM Berhad, UEM Group, and CIMB Berhad – to name a few. Her keen interest in Six Sigma, Quality, Safety, Health and Environment (QSHE) certifications has helped her redesign new best-practices and processes that assisted respectable corporations such as Volvo Cars Malaysia, Sime Continental Berhad and Lubrizol Pty Ltd, British American Tobacco to become ISO certified organisations.

A successful entrepreneur and technopreneur, she has received various accolades in recognition of her contributions and achievements as industry influencer.



Paula Martin

Spanning a 20 year career in strategy, marketing, sales, product development and PR, Paula has worked for both large and small businesses to develop and deliver successful marketing, brand and product initiatives.

Having long held a personal interest in the growth of small businesses, Paula ran her own marketing consulting business for three years, consulting to business owners in the construction, retail, IT and training and development markets.

Paula holds a Bachelor of Arts in Communications degree.

Currently Paula is General Manager of the Australian Business team, incorporating International Trade, OHS, Marketing, IR/HR and business improvement services. She is charged with designing and delivering forward thinking information, online resources and consulting services that help business manage their growth, solve problems and achieve their possibilities.



07:45 – 08:45 – Registration

08:45 – 09:00 – Augment Reality Introduction

09:00 – 09:40 – Camelia Tan Sri Yaacob - **Word of Mouth Marketing “Power Tool Like No Other”**

An ancient method of marketing between traders yet when applied by modern day entrepreneurs is still a powerful and effective tool to close business transactions. To build strong relationship and firm up long lasting networks it is highly recommended using the power of word of mouth marketing. Positive people skills bring customers closer hence closing transactions is quicker. Today word of mouth marketing is a phenomenon and to be a master in word of mouth marketing is exceptional because just one word can make that huge difference

09:40 – 10:20 – Andrew Chow – **Your Personality Determines Your Marketing Success**

Our personalities are the keys to the type of success we have currently. In order to have a breakthrough, we need to find our path of evolvement and who we need to surround ourselves with. Amplify your strength and let those you trust watch your back for blind spots

10:20 – 10:40 - Coffee Break

10:40 – 11:20 - Nuraslina Zainal – **How Conscious Capitalism Helps Businesses Pave The Way As Market Leader**

In today's globally-competitive world, splashing tones of money on advertising or have millions of followers on your social media account does not guarantee you will strike the right chord in orchestrating your marketing strategy for your business to attain a celebrity status or a premium brand. Listen to Nuraslina talks about the true value of how you can differentiate your business by doing the right thing first before you start doing things right.

11:20 – 12:00 - Ng Siang Hang - **Influencer Marketing – Rewriting The Rules For The Next Generation and Beyond**

How the influencer marketing is constantly evolving, and how brands can adapt and adjust in those aspects. Ng Siang Heng will be covering how the industry has changed over the years and its effectiveness over various forms of marketing

12:00 – 12:20 - Augment Reality Treasure Hunt

12:20 – 14:00 – Break For Lunch

14:00 – 14:45 – Sonja Piontek – The power of Unforgettable Brand Experience

The age of digitalization – never before has it been of such vital importance for brands to build true relationships with their customers. To offer unforgettable experiences and to make them feel and understand what the brand is all about. Especially in the premium segment, this is the only way to sustainable success. In her keynote, award winning marketer and former Director of Marketing for BMW Asia, Sonja Piontek will share how unforgettable brand experiences will create incredible loyalty, increased sales and result in impressive ROI.

14:45 – 15:45 - Paula Martin – CX, UX, AND EX – Managing The 'X' Factor for success in a technologically Driven World

With technology rapidly shaping the business landscape, how do marketers create an experience for customers, users and employees that creates urgency for purchase, engenders loyalty and builds a sustainable brand in a hyper competitive world?

This session will discuss the impact of technology on business and how marketing as a discipline is undergoing its own transformation, challenging all marketers to think, act and deliver differently for the delivery of the ultimate “X” factor.

15:45 – 16:05 – Coffee Break

16:05 – 17:05 – Shed Simove – Unlocking Your Creativity : 3 Ways To Have Amazing Ideas

Shed is an expert in ideas and will share three techniques which he uses to unlock his own creativity, and believes can help make anyone's ideas happen. Shed believes that “when an idea pops into your head, it can send you on amazing adventures – if you follow the idea through...”. He fervently believes in 'failing upwards' by trying to launch numerous ideas and learning from the amazing experiences they bring.

18:00 – 21:00 Vvip After party Networking

(15/08/2018 – 15/09/2018)

EARLY BIRD IMM MEMBERS

AFTER 10% : RM629.10 ~~RM699~~

EARLY BIRD NON IMM MEMBERS
RM699

(16/09/2018 – 18/10/2018)

GENERAL TICKET IMM MEMBERS

AFTER 10% : RM809.10 ~~RM899~~

GENERAL TICKET NON IMM MEMBERS
RM899

VVIP MINDS IMM MEMBERS

AFTER 10% : RM2429.10 ~~RM2699~~

VVIP NON IMM MEMBERS
RM2699

- Coffee Break & Snacks
- Business Networking
- Business Matching
- Minds of Marketing App
- Free Seating
- Augment Reality Treasure Hunt

- Coffee Break & Snacks
- Business Networking
- Business Matching
- Minds of Marketing App
- Free Seating
- Augment Reality Treasure Hunt

- Coffee & Lunch Break - VVIP Floor
- Business Networking
- Business Matching
- Minds of Marketing App
- Augment Reality Treasure Hunt
- Premium Classroom Seating
- Exclusive front Row seat
- Fast Track Registration
- VVIP After Party
- Access to Presentation Decks
- Professional photographs with Speakers
- Access to one 30-Minute Master Class of your choice on the day of the event

Important: Payment has to be made at least seven-(7) days prior to event date. If you are not able to attend, a substitute participant is allowed at no additional charge. No refunds in partial or in full will be issued for any cancellation.

Registration (Please send completed form and payment slip to contact@mindsmarketing.com.my)

COMPANY & DETAILS OF CONTACT PERSON

FULL NAME : _____ DATE: _____ PHONE NUMBER: _____

ADDRESS: _____ CITY : _____ STATE: _____

ZIP CODE: _____ COUNTRY: _____ EMAIL: _____

COMPANY NAME: _____ POSITION: _____ INDUSTRY CATEGORY: _____

(PLEASE PROVIDE SEPARATE LIST FOR MORE THAN 5 PERSONS)

NO	NAME	DESIGNATION	EMAIL	MOBILE	FEE (RM)
1					
2					
3					
4					
5					

PLEASE TICK YOUR SELECTION

CASH/CHEQUE/BANK DRAFT NO: _____ PLEASE SEND INVOICE

DIRECT BANK IN TO : ROOTWOMMERS SDN BHD 1028283 W(RHB BRANCH TAMAN SUNGAI BESI A/C NO :2140 7100 0138 175)

I agree to the terms and conditions set by minds of marketing by signing this registration form

TOTAL FEE (RM)

Signature :

Date:

Contact imm.malaysia@gmail.com / contact@mindsmarketing.com.my

Supported By :

