

BBF Seminar 2015

Rethinking Marketing

AGENDA

8:30 am - 9:00 am

REGISTRATION

9:00 am - 9:15 am

GUESTS TAKING SEATS

9:15 am - 9:30 am

WELCOME ADDRESS

Mr. Shariful Islam, Founder, BBF

9:30 am - 10:30 am

SESSION 1

Mr. Dan Formosa

Topic: Reinventing Brands – Delivering Meaningful Promises

10:30 am - 11:00 am

TEA BREAK & MINGLING

11:00 am - 12:00 pm

SESSION 2

Mr. Sunil Alagh

Founder and Chairman of SKA Advisors

Former Managing Director & CEO of Britannia Industries Ltd

Topic: Branding / Marketing in Challenging Times

12:00 pm - 1:00 pm

PANEL DISCUSSION 1

Moderated by **Mr. Dan Formosa**

Product Design Jury President

Consultant in Design

Topic: Reinventing Brands – Delivering Meaningful Promises

1:00 pm - 2:00 pm

LUNCH & PRAYER BREAK

2:00 pm - 3:00 pm

SESSION 3

Mr. Hooi Den Huan

Director, Nanyang Technopreneurship Center

Associate Professor, Nanyang Business School

Topic: Rethinking Marketing -1

3:00 pm - 4:00 pm

SESSION 4

Mr. Hermawan Kartajaya

President, World Marketing Association

Co-founder, Asia Marketing Federation

Topic: Rethinking Marketing -2

4:00 pm - 5:00 pm

PANEL DISCUSSION 2

Moderated by **Mr. Hermawan Kartajaya** and **Mr. Hooi Den Huan**

5:00 pm - 5:30 pm

CLOSING TEA & MINGLING

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