

AdAsia
Bali, 2017



PROGRAM

8-10 NOVEMBER 2017

Please note that the program is subject to change, and will be updated continuously up to the conference

DAY 1

WEDNESDAY, 8 NOV 2017



AdAsia
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08.00 - 09.30 ● **Registration & Networking**

Morning Coffee & Snack

09.30 - 09.40 ● **Opening Ceremony Act**

Indonesian Cultural Entertainment

09.40 - 09.55 ● **Welcome Address & Introduce Heads of Delegates**

AFAA Chairman

09.55 - 10.10 ● **Passing of The Gavel & Opening Speech**

AdAsia Organizing Committee: Harris Thajeb & Maya Watono

10.10 - 10.15 ● **IAA Address**

IAA Chairman & World President: Felix Tataru

10.10 - 10.30 ● **Award Presentation AFAA Hall of Fame**

AFAA Hall of Fame & Merit Awards

10.30 - 10.50 ● **AdAsia Inauguration**

Government Officials

10.50 - 12.00 ● **The Art of Innovation**



Guy Kawasaki

Chief Evangelist of Canva & Former Chief Evangelist of Apple

12.00 - 13.00 ● **LUNCH BREAK**

by tvOne

13.00 - 14.00 ● **The Business of Winning: Brands & Leadership**



David Coulthard

Winner of Thirteen F1 Grand Prix



Mark Gallagher

Grand Prix Motor Racing Boss

14.00 - 15.00 ● **Digital & Millenials - Panel Discussion**



(Moderated by Joe Nguyen from ComScore)

Joe Nguyen

Senior Vice President, comScore



Revie Sylviana

Business Development Director,
LINE Indonesia



Sea Yen Ong

Vice President of Sales
for Spotify, Asia



Arun Kumar

Head of Digital Marketing,
Carousell



Sacha Stevenson

Youtube Comedian & Actress

15.00 - 15.30 ● **COFFEE BREAK**

15.30 - 16.00 ● **Local Insight into Reaching Mass Markets**



Piotr Jakubowski

CMO of Go-Jek Indonesia

16.00 - 16.30 ● **Asia Pacific Media Trend**



Prashant Singh

Head of Digital Retail in Growth Markets, Nielsen

16.30 - 17.15 ● **Disruptive Innovation: Mindset, Culture & Inspiration**



Azran Osman Rani

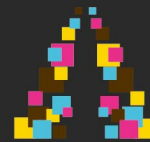
CEO of iflix Malaysia

18.30 - 21.30 ● **OPENING GALA DINNER**

by MNC Media Group - at Taman Bhagawan, Nusa Dua Bali

DAY 2

THURSDAY, 9 NOV 2017



AdAsia
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09.00 - 09.45



Asia's Potential in The Global Economic Future

Sri Mulyani - Minister of Finance Indonesia
& Former Managing Director of the World Bank

09.45 - 10.15

Blackberry & E-Wallet
BBM & AliPay

10.15 - 10.45

COFFEE BREAK

10.45 - 11.15

AdAsia Pakistan 2017 & AdAsia Macau 2021 Presentation

11.15 - 12.15



Small Data: The Tiny Clues That Uncover Huge Trends

Martin Lindstrom
Best-Selling Author & Branding Expert

12.15 - 13.15

HAKUHODO LUNCH

13.15 - 13.45

Hakuhodo Speakers
Hakuhodo

13.45 - 14.15



Breakthrough Technology with Impact to Advertising

Anis Uzzaman
General Partner & CEO, Fenox Venture Capital

14.15 - 15.15

Transformation in The Era of Disruption - Panel Discussion

(Moderated by TV anchor of Kompas TV)

Ricky Afrianto **Mirwan Suwarso**
Mayora Djarum Super Soccer

(T.B.C) **Danny Oei**
GE Indonesia GDP Venture

15.15 - 15.45

COFFEE BREAK

15.45 - 16.15



Merge: Closing The Gap between Humans & Technology

Chris Stephenson
Head of Strategy & Planning for PHD, Asia Pacific

16.15 - 16.45



Dentsu Content Entertainment

Keiichi Yoshizaki
Dentsu

16.45 - 17.45



Majority Report: Future of Media 2030

Dean Donaldson
Transformation Strategist & Digital Futurologist of Kaleidoko



Jonathan Tavss
Award-Winning Content Creator

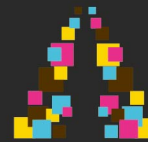
18.00 - 20.30

DENTSU NIGHT





by Dentsu - at Bali Nusa Dua Convention Center

DAY 3

FRIDAY, 10 NOV 2017



AdAsia
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- 09.00 - 09.30  **Samsung's Creative Foray into The Future**
Wain Choi
VP & Global Executive Creative Director, Cheil Worldwide
- 09.30 - 10.00  **Deep Dive into Indonesian Consumers**
Michele Levine
CEO of Roy Morgan Research
- 10.00 - 10.30 **COFFEE BREAK**
- 10.30 - 11.00  **Generation M: Young Muslims Changing The World**
Shelina Janmohamed
Vice President of Ogilvy Noor
- 11.00 - 11.45  **Finding our Space in Time:
A Moment of Great Innovation Driven by
a Culture of Open Creativity**
Charles Adler
Co-Founder of Kickstarter & Social Entrepreneur
- 11.45 - 13.15 **LUNCH & FRIDAY PRAYER**
Lunch by Kompas
- 13.15 - 13.45  **Mis-Management of Your Most Valuable Resource:
How To Manage Your Talent**
Sonia Fernandes
Chief Talent Officer for The Asia Pacific Region, MediaCom
- 13.45 - 14.15 **Sports Marketing**
Erick Tohir
- 14.15 - 14.45  **Marketing to Millenials: What's The Story?**
Tim Mottau
Planning Director of Merkle + Partners, New York
- 14.45 - 15.15 **COFFEE BREAK**
- 15.15 - 16.15 **Creating a Culture of Marketing Effectiveness - Panel Discussion**
(Moderated by Neal Davies, CEO of Irish International BBDO)
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|  | Neal Davies
CEO, Irish International BBDO |  | Rajat Mendhi
EVP - Planning, BBDO India |
|  | Bobby Pawar
MD & CCO,
Publicis Worldwide India |  | Angela Watson
Head of Account Management
for Colenso BBDO New Zealand |
- 16.15 - 17.15  **Campaign for a Better World:
The Courage for Positive Change**
Kofi Annan
Former UN Secretary-General & Nobel Peace Prize Winner
- 17.15 - 17.30 **Closing Session**
AdAsia 2017 Organizing Committee
- 18.30 - 21.30 **FAREWELL & PAKISTAN NIGHT**
at Pecatu Hall, Bali Nusa Dua Convention Center