

FOR IMMEDIATE RELEASE

Evoking Emotions & Reigniting Brand Connections through Experiential Marketing

Singapore, November 25, 2009 – Today's marketplace is cluttered with products and services, and heavily packed with diverse marketing efforts in place to entice and attract consumers. Brands are now confronted with the challenge to differentiate themselves, forge connections and evoke emotions in consumers. In order to beat the marketing rat race and emerge as industry tops, marketers must move beyond merely drawing eyeballs to their brands, to forging lasting relationships that translate into sales and customer retention.

Pacific Conferences is organising a 2-day conference on "**Experiential Marketing**" from **25 – 26 January 2010**, in Singapore, to equip marketers with current experiential marketing skills and insights to enhance brand experience and connect with customers.

This conference will analyse the current landscape and potential of experiential marketing in Asia today. In-depth experiential marketing insights and applicable strategies with the incorporation of authenticity, user-generated content, design considerations and campaigns that awakens consumers' curiosity to enhance connections and brand experience with consumers will be shared at the conference. These will be substantiated with case studies from and of a myriad of industries including the FMCG, Entertainment, Automotives and Travel & Hospitality.

Highlighting the need for marketers to look into and implement experiential initiatives in their marketing strategies, **Erik Hauser, VP/ECD of Euro RSCG Impact** and the **Founder of The Experiential Marketing Forum** mentioned that "Traditional marketing theories and practices are rapidly changing and becoming less relevant," and "Moving forward, experiential marketing is a fundamental basis for the future of marketing strategy."

Determine key Asia-cultural drivers and pick up implementation experiential marketing strategies from the **Managing Director APAC, Luke Nathans**, from **iris Experience**, through the case studies of **Sony Ericsson** and **Heineken** from the conference. Also, find out how **Disney Channels Southeast Asia's** 360 degrees campaign created immersive experiences that encourages active participation from their target audience with the **Director of Integrated Marketing, Jennifer Ng**. Practitioners and consultancies will illustrate, with case studies, what marketers need to know about experiential marketing, and share success stories and vital insights pertaining to experiential marketing.

Other speakers in this conference include **General Manager, Kenny Lim**, from **Club Med Singapore** who will be presenting on how **Club Med** made intangible benefits tangible to entice customers and enhanced their overall experience. **Experiential Director, Tanya Wilson** from **Kult** endeavours to clear the misconceptions of events and experiential marketing, demonstrating the impact of user-generated content with case studies of global brand, **Yahoo!** and the successful **Tiger Translate** campaign. The **Regional Managing Partner, Nihar**

Das, from **MediaCom** will be sharing the accredited **Gillette** campaign, a Cannes Gold winner of 2009, as well as the People's Choice award in the Festival of Media at Valencia. Key learning points from this award-winning case study in particular to overcoming fundamental barriers to brand growth will be drawn.

This conference will allow delegates to pick up relevant and current experiential marketing strategies that excite, enhance brand experience and create long-term relationships with customers.

Conference Details can be found below:

Title: **Experiential Marketing Conference**

Date: **25 – 26 January 2010**

Time: **9 am – 5 pm**

Venue: **Sheraton Towers, Singapore**

About Pacific Conferences

Pacific Conferences specialises in organising business conferences aimed at providing interactive, insightful information and analysis about issues facing businesses in Asia-Pacific. Our conferences are developed through thorough research and a deep understanding of the critical concerns facing industry professionals. They are addressed by experts and leaders who have deep knowledge and practical experiences in their respective areas.

More information may be found at www.conferences.com.sg

For further information, please contact:

Ms. Candice Kang

Conference Marketing Executive

Tel: (65) 6372 2309

Email: candice@conferences.com.sg