

2-Day Conference on

Marketing to Modern Women

Save \$300
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Connecting with the Increasingly Influential & Tech-Savvy Female

29 - 30 November 2010, Grand Copthorne Waterfront Hotel, Singapore

Engage the Asian Ladies with Case Studies & Insights of:

P&G prestige

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Also featuring: Clinique, Calvin Klein, Johnson & Johnson, Piaget, Swiffer and Zara

Women of today are juggling many roles, handling a myriad of tasks, and assuming multiple identities. Here's to finding out how to connect with the:

Lady	Leveraging on gender-specific marketing to enhance reach and sales
Professional	Understanding the sophisticated and educated female PMEB
Shopaholic	Achieving the right combination of retail strategies, development and design
Tech-Savvy Mom	Engaging the financial matriarchs of the family in the digital space
Social Media Chick	Building content, conversation and community in a timeless environment
Affluent	Involving your female customers with luxe value-added experiences
Beauty Consumer	Evoking emotions to drive a deeper brand engagement
All-In-One Wonder Woman	Winning over the time-poor woman with the most relevant marketing touch points

Panel Discussion

Merging Social with Traditional Media Marketing

Assessing the Impact and Integration of Social Media & Traditional Media Marketing with Women

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Tap on today's most lucrative and powerful consumer segment

From humble beginnings during the feminist movement in the early 20th century to the present day, the female consumer has evolved into a powerful force to be reckoned with. Women today are educated, sophisticated, savvy, and they know it. In addition to their greater purchasing power, they are increasingly becoming influencers and decision-makers for their households and surrounding communities.

Because of this, modern women today are leading lives that are getting more hectic day by day. With increasing demands from the multiple roles they play as mothers, wives, daughters, partners, professionals and friends, they are more starved for time than ever before. The modern woman's unique needs as a mother differ greatly from the challenges she is dealt with as a working professional, and marketers must be able to address these specific demands to capture her attention and win her over.

In this choice-rich world today, can you ...

- ... effectively reach your female audience, involve them and engage them?**
- ... win their trust, earn their loyalty, and make them your brand advocates?**

Join us at this 2-day conference as we unravel the 21st century Asian female mind and what makes her tick. Find out how to address the unique needs of her different personas to create content that is relevant and meaningful to her. Learn how to leverage on her need for conversation and community to deepen your brand connection, and align your marketing efforts with the value that she places on involvement and engagement to design meaningful brand experiences. Featuring insights from and case studies of **Procter & Gamble, Zara, Skin Inc, Clinique, Calvin Klein, Wisma Atria, Piaget** and more, learn how to build relationships and make the Asian woman an ardent evangelist of your brand.

DAY ONE

Monday, 29 November 2010

8.15 Registration & Morning Coffee

9.00 Chairperson's Welcome & Ice Breaking Session **iBIS**



Lisa Watson, Chairman, **Direct Marketing Association of Singapore**
Founder & Managing Director, **Ibis Intelligence Services**

SEGMENTING THE ASIAN FEMALE MARKET

9.30 Slicing and Dicing **tns**



- Importance of segmenting women across Asia to allow for cross-country marketing, taking into account countries, cultures and categories
- Female segmentation methods – demographic, living standard, purchasing power, life-stage and needs-based – covering pros, cons, pitfalls and recommendations
- The fast-evolving Asian woman and the parallel need to evolve marketing methods to these segments
- Illustrating how marketers can adapt to the evolution of women in Asia via changing communication styles

** Recent and supporting case studies to be shared at point of conference*

Nic Hall, Director Client Service Insight, **TNS**

10.30 Morning Refreshments & Networking Break

TARGETING VIA THE ASIAN WOMAN'S LIFESTYLE (I)

11.00 Building Relationships with Busy Female Professionals **MEDIACOM**



- Analysing and understanding various female professionals around the region



- Successful strategies to meet the needs of female professionals in Asia
- Winning her over: Connecting with female professionals and connecting your product with her in meaningful ways
- Innovative marketing research that achieve media cut through for an upmarket audience that is increasingly difficult to reach and easy to annoy

Robert Fry, Regional Head of Insights, Asia Pacific, **MediaCom**
Lizzie Nolan, Prestige Asia Pacific Director, Team P&G, **MediaCom**

12.00 Lunch & Networking Break

EXPERIENTIAL MARKETING

13.30 Beyond Skin Deep - Engaging the Emotional Dimension of Beauty in Asia **OgilvyAction**



- Introducing the Beauty Industry in Asia - industry dynamics and beauty consumer insights
- Analysing female engagement triggers and barriers, and their shopping and trialling habits



- Framework & Tips on building a better 'Beauty' experience in Asia: Driving a deeper brand engagement
- Bringing a Beauty Experience to Life: Environments, shopper insights and retail cues - creating a beauty movement to motivate interaction
- Experiencing the Future - what are the trends that will shape the Asian Beauty Experience of the future

** with case studies and best practices across Asia*

Jessica Davey, Regional Business Director, **Ogilvy Action**
Emily Walton, Regional Shopper Marketing Director, **Ogilvy Action**

DIGITAL MARKETING

14.30 Leveraging on Digital Channels to Enhance Marketing Campaigns to Asian Women with case studies of Zara, Clinique, Calvin Klein, Johnson & Johnson and Swiffer **MRM**



- Looking at how traditional branded destinations need to build outwards and work across the social space, such as communities, forums and social networking sites
- Establishing how various digital/social channels can be aligned to the female audience – Zara's marketing planning framework and process
- Speeding up a woman's buying process – from online to the store to a tangible purchase
- Warming up to mobile marketing: how far will mobile-based marketing campaigns for women go?
- Evaluating the measure for success within your digital marketing plan: top management buy-in and ROI tracking

Nikolaus Ong, Digital Strategist, **MRM Worldwide**

15.30 Afternoon Refreshments & Networking Break

INTEGRATED MARKETING COMMUNICATIONS

16.00 The New Rules of IMC: Winning Women's Hearts and Wallets in Today's World of Collaboration **iBIS**



- Asia's new marketing landscape and how companies should adapt their marketing strategy
- Today's female Asian consumer and how best to reach her via the most relevant marketing touch points
- Challenges, considerations and pitfalls in ensuring consistent and effective messages across multiple channels (digital and traditional)
- The future of Integrated Marketing Communications (IMC) in Asia and how it affects marketing to women
- Measurement and metrics for success

** Recent and supporting case studies from the health & beauty and financial services industries to be shared at point of conference*

Lisa Watson, Chairman, **Direct Marketing Association of Singapore**
Founder & Managing Director, **Ibis Intelligence Services**

17.00 Chairperson's Insights & Analysis of the Day's Proceedings

17.10 End of Day 1

9.00 Chairperson's Opening Remarks & Interactive Charge-Up Session



Joanna von Felkerzam, Director, Research and Insights, APAC, Starcom MediaVest Group



MARKETING TO MOTHERS

9.30 Identifying the Many Facets & Faces of Online Purchasing Behaviours of Asian Mothers



Mothers have been long seen as key decision-makers, and with her value orientation and personal purchasing power, the fast growing digital space has become Asian mothers' trusted accomplice for everything from social connection, product information to yes...shopping. In this presentation, Joanna will share the Asian mom's online shopping motivations and dynamics, covering:

- Her evolution of needs from e-transaction to e-experience,
- Her expansion of product search and purchase beyond the confines of traditional household products into mobile phones, laptops, banking, property among others,
- What this means for us as marketers on our quest to deepen mom connections and explore new retail channels,

uncovered through joint research by Starcom MediaVest Group and Microsoft Advertising on Asian mothers spanning eight markets including China, Hong Kong and Singapore.

Joanna von Felkerzam, Director, Research and Insights, APAC, Starcom MediaVest Group



10.30 Morning Refreshments & Networking Break

SHOPPER MARKETING

11.00 Winning the Hearts, Minds and Purses of your Female Shopper — Case Study of Wisma Atria



- Working with the modern woman shopper – complete with the understanding of her style, attitude, quirks and insecurities – to define Wisma Atria
- Achieving the right combination of retail marketing strategies, development, design and management
- Learning to convert your 'walk-in' customers into buyers by creating communication that celebrates the Asian women of today
- Investigating sales and after sales period habits and picking up cutting-edge methods to improve marketing tactics

Anand A Vathiyar, Managing Director, UP BrandBuzz



12.00 Lunch & Networking Break

TARGETING VIA THE ASIAN WOMAN'S LIFESTYLE (II)

13.30 Skin Inc's Engagement with the Well-Heeled Asian Woman: the 20s to 40s Mass-tige Crowd



- Skin Inc's holistic integrated strategy: above-the-line, below-the-line and sponsorship marketing
- Weaving online and digital media into Skin Inc's marketing strategy
- Analysing Skin Inc's gender-specific marketing strategy: Female vs. Male, what are the differences?
- Challenges faced and the actions taken to resolve the problems

Sabrina Tan, Executive Director, Skin Inc



LUXURY MARKETING

14.30 Co-Creation with Affluent Asian Women — How Piaget Featured Consumers as the In-Charge



- Shifts in female luxury consumer demographics in Asia post financial crisis
- How Piaget augmented its brand voice through viral marketing – global case study spanning China, Taiwan, Hong Kong, Singapore, the Middle East and France
- Transforming customer purchases into value-added experiences through engagement and collaboration
- Involving your female customers in your planning and buying process – potential pitfalls and mitigating strategies

Alexandre Olmedo, Co-Founder & CEO, Eyeka Asia Pacific



15.30 Afternoon Refreshments & Networking Break

MERGING SOCIAL WITH TRADITIONAL MEDIA MARKETING

16.00 Assessing the Impact and Integration of Social Media and Traditional Media Marketing with Women



- Planning to execution: considerations when integrating old and new media to target modern Asian women
- What are the new rules of integrating social media and traditional media today and which media is more appealing to modern Asian women in future?
- Co-creating true viral marketing strategies with female customers using the integration of social and traditional media
- New vs. traditional media: where should the balance lie when marketing with modern Asian women?

Moderator:

Irene Lim, Senior Vice President, MediaCorp



Panellists:

Ng Li Lian, Head of Marketing Services, OCBC Bank



*Panellists to be confirmed closer to the conference dates

17.00 Chairperson's Insights & Analysis of the Day's Proceedings

17.10 Close of Conference

Benefits of Attending:

- Understand **female segmentation methods** and how to adapt marketing efforts to these segments
- Dissect the Asian female professional and learn how to **build a relationship** with her
- Discover how **P&G** connected with the female PMEB in meaningful ways
- Utilise insights from the beauty industry to **forge deeper brand connections** with the women
- Leverage on digital and social channels to **enhance conversations** with the women
- Examine how **Zara, Clinique, Calvin Klein** and **Swiffer** aligned their digital channels to the female audience
- Learn how to **ensure consistency and effectiveness** of messages across multiple channels
- Unearth the **Asian mother's** online shopping motivations, behaviour and dynamics
- Gather insights on how to **convert walk-in customers into buyers**
- Hear how **Wisma Atria** worked with the modern female shopper to define itself
- Analyse **Skin Inc's** gender-specific marketing strategy in engaging the 'mass-tige' crowd
- Pick up ways to provide value-added brand experiences through **engagement** and **collaboration**
- See how **Piaget** augmented its brand voice through viral marketing
- Participate in an **interactive panel discussion** on the impact and integration of traditional and social media marketing with women

Who Should Attend

CMOs, VPs, Directors, GMs, Heads and Specialists in charge of Strategic Marketing, Marketing Communications, Branding, Advertising & Promotions, Branding, Brand Experience, Customer Experience, Corporate Marketing, Business Development & Sales and anyone else with a keen interest in connecting with women.

Marketing to *Modern* Women



5 Ways to Register or Enquire

- 1 Tel : (65) 6372 2202
- 2 Fax : (65) 6227 1601
- 3 Email : adrielle@conferences.com.sg
- 4 Web : www.conferences.com.sg
- 5 Post : Pacific Conferences Pte Ltd, 5 Shenton Way, #26-08 UIC Bldg, Singapore 068808

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Contact Ms Adrielle Ting via:

Please register the following delegate(s) for the event

2-Day Conference: Singapore, 29 - 30 November 2010

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Conference Fee	Early Bird (Payment Before 3 Nov 10)	Regular (Payment After 3 Nov 10)
2-Day Conference	S\$1,895	S\$2,195

Important Note

1. For Singapore location, Singapore registered companies need to pay fee with additional 7% GST.
2. Only corporate registrations will be accepted.
3. **Group Discount:** Groups of 3 or more booking at the same time from the same company and of the same billing source will receive a 10% discount off the total delegate fees.
4. **Early Bird Promotion:** Fees will only be valid if payment is received by 3 November 2010, after which Regular fees will apply.
5. **Full payment is mandatory upon registration for admission to the event.**
6. Walk-in delegates will only be admitted on the basis of space availability at the event and with immediate full payment.
7. Fee includes lunch, refreshments and e-documentation.
8. The organiser reserves the right to make any amendments that it deems to be in the interests of the event without any notice.

Cancellations & Replacements

A replacement is welcome if you are unable to attend. A full refund less 10% administrative charge will be made for cancellation received in writing by **10 November 2010**. A 50% refund and a set of conference documentation will be given for cancellation received by **18 November 2010**. Regrettably, no refund can be made for cancellation received after **18 November 2010** or for "no show" participant. You will however receive a set of documentation.

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Conference Venue & Hotel Reservation

Grand Copthorne Waterfront Hotel, Singapore

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