



Customer Experience Management Forum 2015 - Asia Edition

The Future of Customer Experience

Main Forum: 8 - 9 June 2015

Post Forum Workshops: 10 June 2015

Location: Shangri-La Hotel, Singapore

Customer Experience

- EXCELLENT
- GOOD
- AVERAGE
- POOR



6 Killer Strategies to Boost your Customers' Engagement

1. **Reach out.** Optimize all channels and medium through which you interact with your customers
2. **Target.** Design your marketing activities to reach the intended audience
3. **Make it Easy.** Ensure that your customers are able to reach you easily without any hassle
4. **Keep it Personal.** Create opportunities to have one-on-one communication to build bonds
5. **Humanize your Brand.** Establish your brand's voice with a trusted face that customers can relate to
6. **New Media.** Time to integrate traditional media with new ways of reaching out to your customers

THE SHOW AT A GLANCE

Register by 13 April 2015 to Save SGD300!

DAY 1: MONDAY, 8 JUNE 2015

- Transformation from Customer Service to Experience Management in a Digitally & Socially Connected World
- Effective Content Marketing for Engaging Customer Experience
- Rebranding to Develop Services Tailored to Cater to the Customers' Needs
- The Disconnect between Marketing and the Customer Experience
- Designing Customer Experiences that Work

DAY 2: TUESDAY, 9 JUNE 2015

- How will Big Data Change the Way You Understand and Connect with Your Customers
- Privacy and Big Data
- Social Media, Crowdsourcing, Gamification - Trends in Customer Experience
- AR & Its Role in Your Business

POST FORUM WORKSHOPS: WEDNESDAY, 10 JUNE 2015

- How to Enhance the Mobile User Experience across Channels
- Understanding and Improving Your Customers' Journey

FEATURED SPEAKERS



Meri Rosich
CEO
App Strategy Labs

How to Enhance the Mobile User Experience across Channels



Ghim-Eng Yap
Data Scientist
Institute for Infocomm Research (I²R), A*STAR

Privacy Technologies Today



Sheena Jacob
Partner
ATMD Bird & Bird

Privacy & Big Data



Edrick Ho
Head of Digital and Channel Management, Retail Banking, Asia Pacific
Australia and New Zealand Banking Group Limited

Panel Discussion: Designing Customer Experiences that Work



Sergio Salvador
Global Head Gaming Partnerships
Google

Smart Strategies to Acquire, Retain and Monetize Mobile Games and Apps



Marcus Ho
Co-Founder
SocialMetric

Panel Discussion: Defining the Role of Social Media to Engage the Customers



Janice Chan
Senior Director, Digital Marketing
Starwood Hotels & Resorts Asia Pacific

Power Panel: Unleashing the Power of innovative Mobile Technology to Engage and Retain Customers



David Ong
Executive Director & Head of Business Insights
UBS, WM APAC

How Big Data can Enhance Customer Experience

Speakers Line Up

Thought Leaders from across Asia



Meri Rosich
CEO
App Strategy Labs



Ghim-Eng Yap
Data Scientist
Institute for Infocomm
Research (I²R), A*STAR



Sheena Jacob
Partner
ATMD Bird & Bird



Edrick Ho
Head of Digital and
Channel Management,
Retail Banking, Asia Pacific
Australia and New
Zealand Banking Group
Limited



Augustin Du Payrat
Regional Director,
Customer Engagement
Solutions
Avaya



Chris J Reed
Global Chief Executive
Officer & Founder
Black Marketing



Amy Shi-Nash
Chief Data Science Officer
DataSpark, Singtel



Gunish Chawla
Principal
Delta Partners



Sandra De Zoysa
Group Chief Customer
Officer
Dialog Axiata PLC



Sergio Salvador
Global Head Gaming
Partnerships
Google



Shubhrendu Khoche
Vice President, Senior
Business Leader: Mobile
Solutions
MasterCard



Vivek Kumar
Director of Membership
Department,
National Trades Union
Congress
Secretary,
NTUC Membership
Council



Hence Steve
CRM & Customer
Experience Group Head
PT. Indosat



Tom Voirol
Global Head of User
Engagement
Reading Room



Marcus Ho
Co-Founder
SocialMetric



Janice Chan
Senior Director, Digital
Marketing
Starwood Hotels &
Resorts Asia Pacific



Delilah Chan
Head of Sales, SG & SEA
Emerging Markets
Twitter Asia Pacific



David Ong
Executive Director & Head
of Business Insights
UBS, WM APAC



Krystal Choo
CEO and Founder
Wander - The Travel App
for Singles

Welcome to Customer Experience Management Forum 2015 - Asia Edition

The Future of Customer Experience

8 - 10 June 2015 | Shangri-La Hotel, Singapore

"There is only one boss - the customer. And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else."

-Sam Walton, Walmart

Dear Colleagues,

It is important now more than ever to transform and enhance your customers' experiences. A study conducted by Google has uncovered that 89% of consumers began doing business with a competitor following a poor customer experience. There has never been a more crucial time for you to re-evaluate and build upon existing marketing and customer experience strategies within your organization and fulfil the needs of your consumers in order to develop a competitive advantage.

Industry analysts, Forrester predicts that mobile-powered customer experience will fuel digital transformation in Asia Pacific in 2015. With an increase in number of customers adapting to new digital communication channels, we recognize that the world is getting more interactive and demanding as interactions have to be personalized and processed in real-time.

Clariden Global is pleased to present the Customer Experience Management Forum 2015 - Asia Edition. This forum will address how you can navigate your way in this new digital age and transform the future of your organization's customer experience. This forum will be a gathering of senior decision makers and thought leader across Asia and you will hear solutions to key challenges faced by customer experience professionals in this digital era. Always be a step ahead, anticipate your customers' needs, satisfy their demands and make revolutionary changes to your customer experience strategies in this digital era to retain your customers and ensure long-term business success.

WHY THIS IS CRITICAL FOR YOUR BUSINESS NOW!

Asia has the fastest-growing, largest and wealthiest population across most developed markets. This inevitable change is necessary for your organization to harness digital technologies and platforms to adapt to the needs of your customers ahead of your competitors through revolutionary solutions.

Always remember, the Customer is King!

Attend Customer Experience Management Forum 2015 - Asia Edition and hear evangelists share their experiences on how they switched from their existing strategies to embrace new skills, gain from the practical insights to help raise your service levels to greater heights and to keep your eyes open to a new world of possibilities.

Book your seats now and be where the customer experience visionaries across Asia will gather! Mark **8 - 10 June 2015** in your calendar now!

I look forward to welcoming you in sunny Singapore!

Best Regards,



Theni Kuppusamy
Senior Manager, Global Conferences

Book Your Seat Today!

Email: admissions@claridenglobal.com

or call +65 6899 5030

for Immediate Booking!

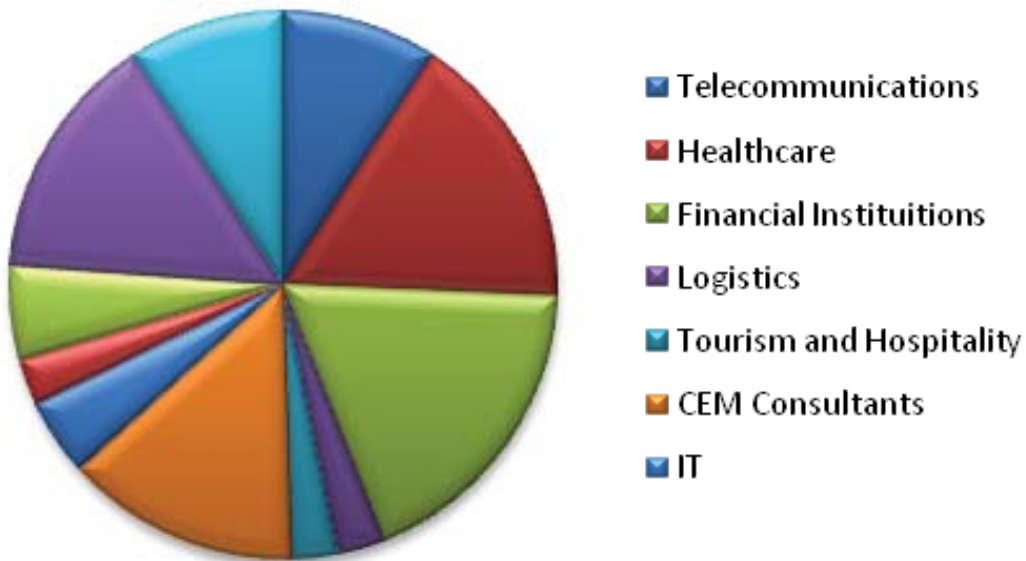
Post Show Analysis of Customer Experience Management Forum

February 2015 | Sydney, Australia

New age customers are defining the game and pushing the benchmark higher for service excellence. Having that in mind, Clariden Global crafted a power-packed agenda to cater to the needs of customer experience professionals across various industries at our inaugural Customer Experience Management Forum, which was held in Sydney, Australia in February this year.

Over 100 attendees from across 7 industry sectors gathered over the course of 3 days. 28 thought leaders and practitioners shared the current challenges they faced, provided immediate solutions and painted a vision for the future of customer experience through mind-blowing presentations. The forum received great response from the attendees whose experiences were enriched.

INDUSTRY BREAKDOWN OF ATTENDEES



Attendees at our Customer Experience Management Forum in Sydney said:



“CEM2015 provided a surprisingly large variety of perspectives on what is a complex theme. The quality of speakers and their topics was very high, it exceeded my expectations”

- Chief Executive Officer, Peter Strohkorb Consulting

“All speakers were great to listen to and shared great insights which were relevant to the challenges my business is currently facing.”



- Chief Technology & Projects Officer, AIA Australia



“Very informative, some great insights. The breadth of the topics covered were spot on!”

- Director, Optus

“Great content and covered a good range of CX areas. Great update on best practices.”



- EM Customer Strategy & Retention, Suncorp Group



“Quality speakers across the 2 days of the conference. Meaningful, thought provoking content that will take customer experience into the future.”

- Quality Assurance Officer, Logan City Council

Customer Experience Management Forum 2015 - Asia Edition

The Future of Customer Experience

8 - 10 June 2015 | Shangri-La Hotel, Singapore

WHO WILL YOU MEET

C-Level / GMs / VPs / Directors / Head / Managers of:

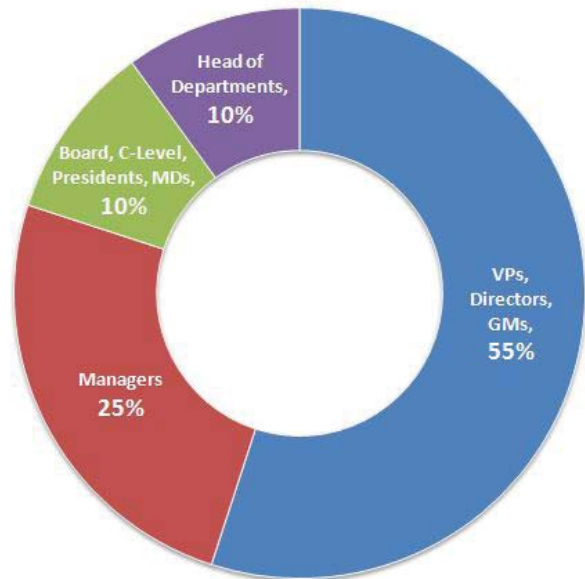
- Customer Experience
- Customer Relations
- Customer Service
- Customer Design
- Customer Strategy
- Customer Insights
- UX experience
- Data insights
- Customer Analytics and Insights
- Contact Center
- Digital Channels
- Marketing
- Analysts

In (but not limited to) the following industries:

- Finance, Banking, Insurance
- Telecommunications
- Retail and FMCG
- Solution Providers
- Travel and Hospitality
- Healthcare and Education
- Utilities
- Logistics and Transportation
- Public Sector

EXPECTED PARTICIPANTS' SENIORITY LEVEL

Seniority level: More than 70% are Director Levels & above



The key is to set realistic customer expectations, and then not to just meet them, but to exceed them — preferably in unexpected and helpful ways. If you are seizing on a new business opportunity, deliberately move your customers' expectations up a few notches and consistently over-deliver on your promises — you will leave your competitors struggling to catch up.

- Richard Branson, Virgin (United Kingdom)

A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large.



- Henry Ford



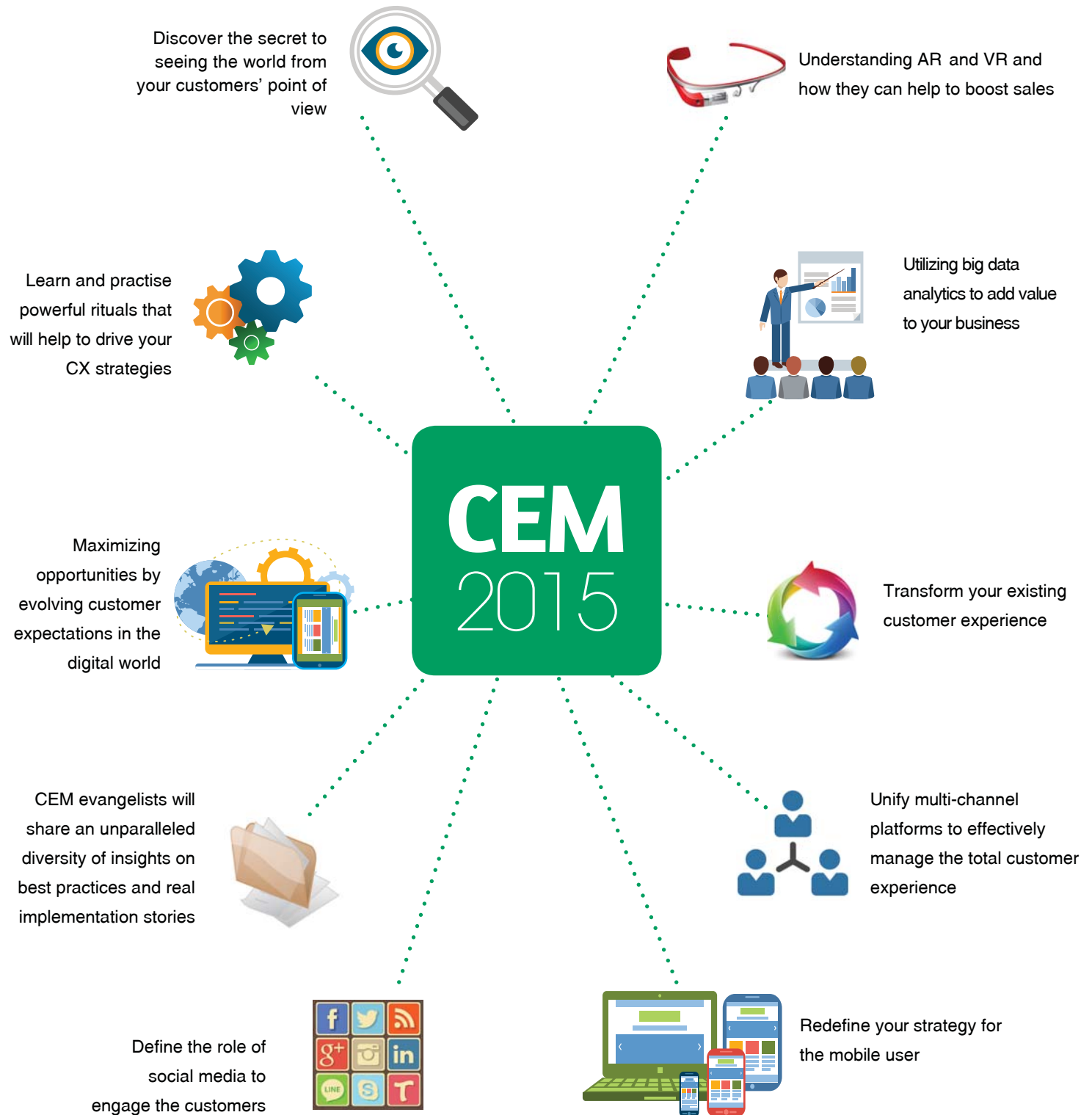
You've got to start with the customer experience and work back toward the technology — not the other way around.

- Steve Jobs

Conference Highlights

8 - 10 JUNE 2015 | SHANGRI-LA HOTEL, SINGAPORE

10 REASONS TO JOIN US THIS JUNE AT THE CUSTOMER EXPERIENCE MANAGEMENT FORUM 2015 - ASIA EDITION



Main Forum Agenda

8 - 9 JUNE 2015 | SHANGRI-LA HOTEL, SINGAPORE

DAY ONE - 8 JUNE 2015

Connecting with the Customer in This Digital Era

"I want us to ask ourselves every day, how are we using technology to make a real difference in people's lives"
- President Barack Obama

The world has changed. Customers have increasingly incorporated digital platforms into their daily lives and are looking towards real-time updates via these platforms. Industry analyst, Forrester, predicts that 79% of organizations are considering improving their customers' experience by investing in technology driving technology spending growth to increase by 4.9% in 2015. With an estimated 57% of businesses across Asia-Pacific experiencing rising customer demands in this digital age, it is now pivotal for your organization to spend your marketing dollars on improving your service delivery and user experience.

You will need to think of digital platforms such as mobile, social media and the web as the customers' first touch points. Optimize what these platforms can do for your business. It is crucial to deliver consistent and connected experiences across every customers' touch point. Manage all your marketing efforts across every interaction, online and offline or on-the-go seamlessly. Learn how to improve and enrich your customer's experience with proactive communications. This session will discuss how to use the power of technology to engage and retain your customers, the importance of aligning your strategies to incorporate digital platforms and learn from the case studies that will be shared.

9:00am **Welcome Address**

9:05am **Opening Address by Conference Chairman**

9:15am **Power Panel: Unleashing the Power of Innovative Mobile Technology to Engage and Retain Customers**

- How to align your strategies to incorporate mobile
- Unlocking the power of mobile technology to spur innovation across your business
- Leveraging mobile to improve the quality of services for your customers
- Transform your business strategy and boost your ROI

Moderator:

Vivek Kumar
Director of Membership Department, National Trades Union Congress
Secretary, NTUC Membership Council

Vivek and his team play a key role in recruiting, retaining and building relationships with over 830,000 3-Generation NTUC members. They have launched several initiatives such as the NTUC U Associate programme, the U65+ programme to recognise and reward loyal mature union members and Organizing Resource Centre to support unions in organizing companies.

Panelists:

Sandra De Zoysa
Group Chief Customer Officer
Dialog Axiata PLC

Sandra De Zoysa is a pioneer Customer Service Practitioner with 25 years of experience in the Mobile Industry. In 2011, Sandra was honored with the Industry Champion Award for Sri Lanka at the Contact Center World Top Ranking Performers Conference & Awards Ceremony.

Shubhrendu Khoche
Vice President, Senior Business Leader: Mobile Solutions
MasterCard

Janice Chan
Senior Director, Digital Marketing
Starwood Hotels & Resorts Asia Pacific

Janice leads the performance and brand digital marketing for 9 unique upper upscale lifestyle brands. She reimagines digital marketing solutions to solve a diverse array of regional business challenges. She has built teams across Asia Pacific to develop market leading campaigns that sets Starwood Hotels apart from its competitors.



10:15am **Morning Networking Refreshments**

10:45am **Visionary Keynote: Transformation from Customer Service to Experience Management in a Digitally & Socially Connected World**

- Customer experience strategy for the 'mobile customer'
- Unlocking the power of mobile technology to spur innovation across your business
- Leveraging Technology enablers to engage and empower your people to build a strong service ecosystem

Sandra De Zoysa
Group Chief Customer Officer
Dialog Axiata PLC

Sandra De Zoysa is a pioneer Customer Service Practitioner with 25 years of experience in the Mobile Industry. In 2011, Sandra was honored with the Industry Champion Award for Sri Lanka at the Contact Center World Top Ranking Performers Conference & Awards Ceremony.



Main Forum Agenda

8 - 9 JUNE 2015 | SHANGRI-LA HOTEL, SINGAPORE

11:25am **Industry Address: Effective Content Marketing for Engaging Customer Experience**

- Insights from a Global CMO Council study - does content marketing matter to your customer?
- Case studies from global & Singapore brands - what makes them a success?
- Tips on leveraging content for an engaging customer experience

Vivek Kumar
Director of Membership Department, National Trades Union Congress
Secretary, NTUC Membership Council

Vivek and his team play a key role in recruiting, retaining and building relationships with over 830,000 3-Generation NTUC members. They have launched several initiatives such as the NTUC U Associate programme, the U65+ programme to recognise and reward loyal mature union members and Organizing Resource Centre to support unions in organizing companies.



11:55am **#50shadesofengagement - Getting in Bed with Your Customer**

- From first base to home run - a digital-centered approach
- Massive acquisition, engagement and retention (a case study based on Wander)
- Measure data and optimize every step for maximum returns

Krystal Choo
CEO and Founder
Wander - The Travel App for Singles

Krystal is a two-time TEDx speaker and tech entrepreneur. She aims to bring single travelers worldwide together so they can share experiences. Her business background includes building predictive big data travel startup ZipTrip, and Events and Activation business Creative Insurgence.



12:25pm *Networking Luncheon*

2:00pm **Technology Showcase**

2:20pm **Afternoon Keynote: Rebranding to Develop Services Tailored to Cater to the Customers' Needs**

- Effectively using the customer feedback to rebrand
- Why the need to do it now and not later?
- Who's doing what?
- By increasing the awareness of your brand, investing in employee training, developing your products/services, lead to customer loyalty and engagement?
- What are the challenges faced?

3:00pm **The Disconnect Between Marketing and the Customer Experience**

- The importance of aligning the marketing, advertising and customer service departments
- How to prepare for the big shift in CEM

3:30pm *Afternoon Networking Refreshments*

Contact Center - Change is Good

Achieving greatness as a call center requires going above and beyond simply meeting required expectations. An increasing number of customers, especially those from the younger generation, are more active on technological platforms than ever before; the old techniques won't work as well anymore. Change is required!

For decades, companies have relied on their contact centers to deal with customer - from provision of technical support to loan requests. Contact centers are now seeing the need to go through a major revamp. Driven by a shift in technological advancement and consumer behavior, companies are refocusing their contact centers from simply handling calls to focusing more on customer loyalty and engagement through a combination of various customer touch points such as phone, email, social media and blogs.

This session will give you comprehensive insights into innovative and sustainable ways that you can adopt to kick start changes within your contact center to improve the performance of your call center and drive customer satisfaction and engagement.

4:00pm **Things You Should Do (and You Should Avoid) When Delivering Omni-Channel Customer Support**

- Omni-channel is NOT Multi-channel!
- Addressing the challenge of managing customers across channels of service and sales
- From SoLoMo to shaking hand: Tying together virtual and physical channels.
- A few real life examples

Augustin du Payrat
Regional Director, Customer Engagement Solutions
Avaya

Augustin has over 15 years of experience in customer experience management technologies. He is COPC certified and was named top 100 social selling leader in Singapore for 2014 by LinkedIn.



Main Forum Agenda

8 - 9 JUNE 2015 | SHANGRI-LA HOTEL, SINGAPORE

4:30pm **Case Study by Indosat: Maximizing Performance Contact Center with CEM Strategy**

- Engaging the contact center strategy with CEM Strategy
- Deliver a great experience through contact center agent
- Understand the expectations of a customer
- The future of contact center

Hence Steve
CRM & Customer Experience Group Head
PT. Indosat

Hence has taken on various roles in the telecommunications industry both as a user and as a developer at contact center systems and end-to-end business processes. She identifies and maintains a good balance of delivery-focused attributes.



5:00pm **Panel Discussion: Designing Customer Experiences that Work**

- 5 year plan
- Creating the perfect environment
- How can your agents deliver an experience so it differentiates your brand, is consistent and delivers value to your customers
- Understand the expectations of your customers

Moderator:

Gunish Chawla
Principal
Delta Partners

Panelists:

Hence Steve
CRM & Customer Experience Group Head
PT. Indosat

Hence has taken on various roles in the telecommunications industry both as a user and as a developer at contact center systems and end-to-end business processes. She identifies and maintains a good balance of delivery-focused attributes.

Edrick Ho
Head of Digital and Channel Management, Retail Banking, Asia Pacific
Australia and New Zealand Banking Group Limited

Edrick's strong focus is on creating value by leveraging technology to deliver customer and business outcomes. He has over 15 years' banking experience across multiple geographies which include building, growing, acquiring, integrating, and exiting businesses. In his current role, his key objective is to deliver customer centric capabilities and seamless experiences across the bank's channels.



5:30pm *End of Day 1 of Customer Experience Management Forum 2015 - Asia Edition*

Main Forum Agenda

8 - 9 JUNE 2015 | SHANGRI-LA HOTEL, SINGAPORE

DAY TWO - 9 JUNE 2015

Riding the Big Data Wave to Add Value to Your Business

"The biggest upcoming trend for Big Data is that the major Big Data analytics vendors are offering or soon will offer analysis of granular segments of Big Data in near or actual real time. Businesses can make their own decisions on which vendor to use, and take advantage of being able to provide true 'one-to-one' personalization, where the customer has a completely tailored experience that seamlessly travels with them across all touch points, in real time."

- Dan Berthiaume, Senior Editor, Chain Store Age

Big data is more than just hype. Ride the wave or be consumed by it. Analysts predict that digital data growth is expected to increase globally by 4,300% by 2020. In 2015, the focus will now shift from unearthing the value of data collected to utilizing these analytics to add value to your business, making your service unique to the customer. It's time for CMOs and CIOs to work together to boost customer satisfaction at every touch point.

This session will address how big data will change the way you connect with your customers, using the data to create lifetime relationships by personalizing your customers' experiences while increasing the ROI of your marketing strategies and discuss the impact of the new privacy laws on your business.

9:00am **Opening Address by Conference Chairman**

9:10am **Keynote Address: How will Big Data Change the Way You Understand and Connect with Your Customers**

- Define customer experience with new lens of big data
- Understand your existing customers and beyond
- Optimize business operations and touch points
- Get started

Amy Shi-Nash
Chief Data Science Officer
DataSpark, Singtel

Amy has 15 years of industry experience in data mining, consumer analytics, loyalty, marketing and management consulting globally. Amy is responsible for driving data-science led innovation and product development, creating disruptive opportunities and new revenue streams by combining unique Telco assets with advanced analytics and big data technology.

DataSpark

9:50am **How Big Data can Enhance Customer Experience**

- Effective use of data
- Analyzing the value of data
- Understanding the data and using it to create lifetime relationships with your customer

David Ong
Executive Director & Head of Business Insights
UBS, WM APAC

David is in charge for the development of Big Data capabilities and the production and utilization of actionable insights within the private bank. Prior to this role he had extensive global consulting and execution experience in strategic initiatives across various industries ranging from high profile start-ups in Silicon Valley to Fortune 500 organizations.

UBS

10:20am *Morning Networking Refreshments*

10:50am **Measuring the ROI of Big Data Analytics**

- Using big data to boost marketing efforts
- Leveraging data to offer personalized experiences
- Making sense of the data

11:20am **Privacy & Big Data**

- Privacy and customers - the basics
- What you need to know about the key privacy issues in big data
- Recent developments in privacy in Asia-Pacific

Sheena Jacob
Partner
ATMD Bird & Bird

With more than 25 years of experience, Sheena's practice covers a wide range of technology and privacy issues. Sheena has been advising the Direct Marketing Association of Singapore on the new Personal Data Protection Act (PDPA) 2012. She also assists companies in dealing with privacy and data protection issues in the Asia Pacific region.

ATMD Bird & Bird

Main Forum Agenda

8 - 9 JUNE 2015 | SHANGRI-LA HOTEL, SINGAPORE

11:50am Privacy Technologies Today

- Protecting your customers' privacy at a personal level
- A look at privacy technology enablers for business collaboration
- The road forward - investments and expected returns

Ghim-Eng Yap
Data Scientist
Institute for Infocomm Research (I²R), A*STAR

Ghim-Eng develops advanced data analytics for innovative personalized and relevant information/services to mobile users. Since 2008, Ghim-Eng has led and delivered multiple data analytics projects ranging from recommender systems to data privacy preservation. His current interest lies in advanced data privacy technologies and cognitive science.



12:20pm Networking Lunch

Social Media - A Look at the Opportunities

A study conducted by Salesforce.com uncovered that an estimated 66% of marketers believe that social media indirectly impacts their organization's business performance. With a greater number of customers seeking for information via digital platforms on-the-go, social media has emerged as one of the most pivotal platforms for businesses to provide customers with relevant and timely information while addressing customer feedback in real-time. An organization's ability to respond timely to customers via social media will be able to reduce churn rate by about 15% (Gartner).

Hear thought provoking presentations on how social media is gradually playing a critical role in enhancing your customers' experience and how it can help your business attract new customers and retain existing ones through long-term relationships, thus increasing your ROI.

2:00pm Social media, Crowdsourcing, Gamification - Trends in customer experience

- How organizations are making use of the new age of social connectivity
- Harnessing the power of the crowd
- Using game mechanics to merge business with customer goals

Tom Voirol
Global Head of User Engagement
Reading Room

With 19 years of experience in digital consulting, Tom has assisted over a hundred corporate, government and non-profit clients on four continents in their online communications, from online strategy to user research, experience design and CMS implementation.



2:30pm Smart Strategies to Acquire, Retain and Monetize Mobile Games and Apps

- The secret is to how you can gather the data, interpret it, and take action
- How do you predict users who are likely to make in-app purchases?
- How can you customize a user's experience based on how they interact with your app?
- How do products from AdMob, Google AdWords and Google Analytics help to grow your business?

Sergio Salvador
Global Head Gaming Partnerships
Google

With 18+ years of career experience in General Management, Marketing and Strategic Business Development, Singapore-based Sergio Salvador has worked with numerous industries in a multitude of countries. In his current role Sergio develops relationships with developers, publishers and operators to enhance platform growth over the coming decade.

3:00pm How to Engage Customers on LinkedIn - Best and Worst Practices

- Attracting fans and followers and converting them to customers
- Use of brand ambassadors to increase awareness
- The importance of Real-time feedback
- To have one voice per organization

Chris J Reed
Global Chief Executive Officer & Founder
Black Marketing

Chris has been named as a LinkedIn's Power Profile and has one of the world's most-viewed profiles with over 19,500 followers. He has over 25 years of senior marketing and business experience leading digital, mobile, social, loyalty and partnership/brand marketing agencies in Europe and Asia Pacific as well as being CMO for global B2C social media brands in both London and Singapore.



Main Forum Agenda

8 - 9 JUNE 2015 | SHANGRI-LA HOTEL, SINGAPORE

3:30pm Panel Discussion: Defining the Role of Social Media to Engage the Customers

- Leveraging the various social media platforms to achieve your larger goals (ROI, cultivating more meaningful relationships)
- Stressing the importance of having relevant and engaging content
- Hitting the sweet spot via social media

Moderator:

Marcus Ho
Co-Founder
SocialMetric

Marcus is a highly sought-after social media strategist to best-in-class businesses in Asia, with extensive appearances on national media to share his expertise in utilizing social media for businesses. He has successfully transformed the businesses of more than 200 companies through social engagement on various digital platforms.

Panelists:

Chris J Reed
Global Chief Executive Officer & Founder
Black Marketing

Chris has been named as a LinkedIn's Power Profile and has one of the world's most-viewed profiles with over 19,500 followers. He has over 25 years of senior marketing and business experience leading digital, mobile, social, loyalty and partnership/brand marketing agencies in Europe and Asia Pacific as well as being CMO for global B2C social media brands in both London and Singapore.

Dellilah Cha
Head of Sales, SG & SEA Emerging Markets
Twitter Asia Pacific

Dellilah's key responsibilities include working closely with the in-country sales teams, as well as clients and agencies to deliver multi-dimensional deals. She also leads the sales teams to drive digital advertising revenue and integrating efforts successfully to drive new business and secure strategic partnerships in both Singapore and Malaysia.

SOCIALMETRIC



Augmented Reality (AR) and Virtual Reality (VR)

Augmented Reality and Virtual Reality will enrich your customers' experience, increase engagement and improve the impact of your brand and offers on consumers. It is undeniably an exciting journey for businesses and customers in this digital world. The revolution in customer experience promises to get more interesting than ever and AR and VR are new, innovative ways to differentiate the experience you offer customers.

Research indicates that by 2017, it is expected that more than 2.5 billion mobile AR apps will be downloaded and the total revenue generated by AR alone is forecasted to exceed \$600 billion by 2016. This session will explore how technologies such as AR and VR will help to grow your business.

4:00pm *Afternoon Networking Refreshments*

4:30pm **Technology Showcase**

Exploring the various types of technologies to enhance your customers' experience

4:45pm **Exploring AR Glasses and their Uniqueness**

- A look at the various types of glasses available
- How AR glasses can work for your business
- The future of AR glasses

5:15pm **AR & Its Role in Your Business**

- What is the annual growth in the AR market
- AR opportunities and applications
- What does AR Mean for brands, publishers and the developer

5:45pm *End of Day 2 of Customer Experience Management Forum 2015 - Asia Edition*

Post Forum Workshops

10 JUNE 2015 | SHANGRI-LA HOTEL, SINGAPORE

DAY THREE - 10 JUNE 2015

Workshop Timetable: Workshop A will run from 9:00am - 12:30pm with mid-morning and luncheon breaks. Workshop B will run from 1:30pm - 5:00pm with a mid-afternoon refreshment break. Registration begins 30 minutes before each workshop commences.

WORKSHOP A: 9:00am - 12:30pm

How to Enhance the Mobile User Experience across Channels

To be conducted by **Meri Rosich**, CEO, **App Strategy Labs**

There are more mobile devices than people in the world and smart phones have penetrated daily habits. With 91% of customers having their phones at arms-reach 24/7, organizations need to adapt to a fast changing world with solid mobile strategic plans. This practical workshop will help identify areas of opportunity with a case study based approach.

Participants will be taken through:

- Trends & Best Practices for corporations for the next 18 months and why are they important for your industry
- Mobile strategies that worked for brands in 2014
- Successful case studies of customer-driven programs.
- How to implement successful digital transformation programs in your organization with a customer driven approach

This workshop will provide you with an in-depth look at industry data, combined with case studies and exercises to help you develop project ideas to achieve your customer experience management goals.

About Your Workshop Leader



Meri Rosich
CEO
App Strategy Labs



Meri Rosich, CEO and Founder of App Strategy Labs, a boutique consultancy firm, works with major global organizations formulating impactful marketing, mobile and social media PR campaigns. She is also the co-founder of Quality Time, digital tools. Meri has led international expansion for top global firms such as Bertelsmann Bol.com, American Express strategy group and Samsung; and growing early-stage technology start-ups like Noticias.com, a news online media powerhouse.

The foundation of her experience is curiosity and passion for learning; with a masters degree in Art & sculpture, qualified teacher, a PhD in 3D Technology (VR), and an MBA from the London Business School on marketing innovation. She advises early stage start-ups and incubation programs on brand positioning; and volunteers as ambassador for the UN Women STEM program. She recently co-founded the Female Founders initiative to promote gender equality in technology.

Post Forum Workshops

10 JUNE 2015 | SHANGRI-LA HOTEL, SINGAPORE

DAY THREE - 10 JUNE 2015

WORKSHOP B: 1:30pm - 5:00pm

Understanding and Improving Your Customers' Journey

To be conducted by **Tom Voirol**, Global Head of User Engagement, **Reading Room**

Customer experience is a journey, but many businesses fail to grasp that each customer interaction with them is not an isolated event. This highly interactive workshop will provide you with a research-driven, pragmatic and robust approach to mapping your customers' journeys, identifying customer touch points and designing and testing improved experiences. Tom will also be conducting hands-on exercises to help you understand the methodology surrounding customer journeys so that you will be able to implement improved customer experience strategies within your organization.

Participants will be taken through:

- The Kano model of customer satisfaction and its applicability to customer experience
- Qualitative and quantitative research methods to understand consumers
- Techniques for synthesizing findings and designing improved experiences
- Low-cost and impactful testing and improvement methods

Practical, hands-on exercises will help participants experience the methodology personally and apply it to their own situations.

About Your Workshop Leader



Tom Voirol
Global Head of User
Engagement
Reading Room

readingroom
DIGITAL INTELLIGENCE

Tom heads up Reading Room's creative user experience design practice, including leading the user research phase, conducting interviews and workshops to gather user and stakeholder needs and fully understand target audiences, holding information architecture workshops, developing personas, user stories, collaborative sketches and low-fidelity prototypes, as well as conducting user testing and review.

He also leads clients' social media engagement, from strategy to monitoring and analysis, policy and guideline development, engagement design, as well as social campaigns.

With his 19 years of experience in digital consulting, Tom has assisted over a hundred corporate, government and nonprofit clients on four continents in their online communications, from online strategy to user research, experience design and CMS implementations.

The key clients Tom has worked with include International Committee of the Red Cross, Zurich Financial Services, Swiss National Bank, Bayer Pharma, Australian Museum, Philips Healthcare, Westpac Group, Microsoft, City of Zurich, National Archives of Australia, Australian Department of Defence, Monetary Authority of Singapore, and Competition Commission Singapore.

As an experienced business and strategy consultant, Tom speaks six languages and holds an MBA from Macquarie Graduate School of Management, one of the top global business schools. He specializes in user engagement, including research, usability and accessibility, information architecture and online strategy, as well as social media.

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The Future of Customer Experience

8 - 10 June 2015 | Shangri-La Hotel, Singapore

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Conference Packages	1st Early Bird Fee (If payments and registrations are received by 13 April 2015)	2nd Early Bird Fee (If payments and registrations are received by 11 May 2015)	Regular Fee
A: Conference + Full-Day Workshop	S\$2,995	S\$3,195	S\$3,295
B: Conference + Workshop A	S\$2,695	S\$2,895	S\$2,995
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Shangri-La Hotel, Singapore

8 - 10 June 2015

Address: 22 Orange Grove Road, Singapore 258350

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Website: <http://www.shangri-la.com/en/property/singapore/shangri-la>

4 WAYS TO REGISTER



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