



AdAsia

Bali, 2017



PROGRAM















8-10 NOVEMBER 2017

AdAsia Bali 2017
organized by:



PERSATUAN
PERUSAHAAN
PERIKLANAN
INDONESIA



- 08.00 - 09.35** ● **Registration & Networking**
Morning Coffee & Snack by Emtek
- 09.35 - 09.45** ● **Opening Ceremony Act**
Indonesian Cultural Entertainment by Ayu Laksmi & Svava Semesta
- 09.50 - 10.00** ●  **Welcome Address & Introduce Heads of Delegates**
Raymond So
AFAA Chairman
- 10.00 - 10.05** ● **Passing of The Gavel**
AdAsia Taipei 2015 to AdAsia Bali 2017
- 10.05 - 10.20** ● **AFAA Awards & Recognition**
AFAA Hall of Fame & AFAA Special Award
- 10.20 - 10.35** ● **AdAsia Inauguration**
Government Officials
- 10.35 - 10.45** ●  **Opening Remarks by AdAsia Bali 2017 Organizing Committee**
Harris Thajeb
Chairman of Organizing Committee AdAsia Bali 2017
-  **Maya Watono**
Head of Organizing Committee AdAsia Bali 2017
- 10.50 - 11.50** ●  **The Art of Innovation**
Guy Kawasaki
Chief Evangelist of Canva & Former Chief Evangelist of Apple
- 12.00 - 13.00** ● **LUNCH BREAK**
by ANTV
- 13.05 - 13.10** ● **IAA Address**
IAA Chairman & World President: Felix Tataru
- 13.10 - 14.10** ●  **The Business of Winning: Brands & Leadership**
David Coulthard
Winner of Thirteen F1 Grand Prix
-  **Mark Gallagher**
Grand Prix Motor Racing Boss
- 14.10 - 15.00** ●  **What Are Millennials Doing Online? - Panel Discussion**
(Moderated by Joe Nguyen from comScore)
Joe Nguyen
Senior Vice President, Asia Pacific, comScore
-  **Revie Sylviana**
Business Development Director,
LINE Indonesia
-  **Sea Yen Ong**
Regional VP of AdSales
for Spotify, Asia
-  **Arun Kumar**
Head of Digital Marketing,
Carousel
-  **Sacha Stevenson**
Youtube Comedian & Actress
- 15.00 - 15.30** ● **COFFEE BREAK**
by Djarum
- 15.30 - 16.00** ●  **Local Insight into Reaching Mass Markets**
Piotr Jakubowski
CMO of Go-Jek Indonesia
- 16.00 - 16.30** ●  **Technoshift: A Consumer Journey**
Prashant Singh
Marketing Effectiveness Lead, Nielsen Growth Markets
- 16.30 - 17.15** ●  **Disruptive Innovation: Mindset, Culture & Inspiration**
Azran Osman-Rani
Advisor at iFlix & Former CEO of AirAsiaX
- 18.00 - 21.00** ● **OPENING GALA DINNER**
by MNC Media - at Taman Bhagawan, Nusa Dua Bali



- 09.00 - 10.00**  **Majority Report: Future of Media 2030**
 Dean Donaldson
 Transformation Strategist & Digital Futurologist of Kaleidoko
-  **Jonathan Tavss**
 Award-Winning Content Creator
- 10.00 - 10.30**  **Embracing the Grass Roots Indonesia to Become a Real Digital Nation: Not Just Gimmicks**
 Sutanto Hartono
 Managing Director (COO) EMTEK & CEO SCM
- 10.30 - 11.00** **COFFEE BREAK**
 by Emtek
- 11.00 - 11.30** AdAsia Pakistan 2019 & AdAsia Macau 2021 Presentation
- 11.30 - 12.30**  **Small Data: The Tiny Clues That Uncover Huge Trends**
 Martin Lindstrom
 Best-Selling Author & Branding Expert
- 12.30 - 13.30** **LUNCH BREAK**
 by HakuHodo
- 13.30 - 14.00**  **Marketing to Millennials: What's The Story?**
 Tim Mottau
 Planning Director of Merkle + Partners, New York
- 14.00 - 14.30**  **Breakthrough Technology with Impact to Advertising**
 Anis Uzzaman
 General Partner & CEO, Fenox Venture Capital
- 14.30 - 15.15**  **Transformation in The Era of Disruption - Panel Discussion**
 (Presented by Kompas Gramedia - Moderated by Nitia Anisa from Kompas TV)
 Nitia Anisa
 Kompas TV News Anchor
-  **Ricky Afrianto**
 Global Marketing Director
 PT. Mayora Indah, Tbk.
-  **Mirwan Suwarso**
 SuperSoccer TV
-  **Jayant Bhargava**
 Vice CEO Kompas Gramedia
-  **Danny Wirianto**
 CMO of GDP Venture
- 15.15 - 15.45** **COFFEE BREAK**
 by Djarum
- 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**  **The Potential of an Agency's Content Business in the Cluttered Market**
 Keiichi Yoshizaki
 Managing Director/ECD, Content Business Design Center of Dentsu Inc.
- 16.45 - 17.30**  **Asia's Potential in The Global Economic Future**
 Sri Mulyani - Minister of Finance Indonesia
 & Former Managing Director of the World Bank
 Presented by Suryopratomo, President Director Metro TV
- 18.00 - 20.30** **DENTSU NIGHT**
 by Dentsu - at Pecatu Hall, Bali Nusa Dua Convention Center



Live streaming on vidio.com



- 09.00 - 09.30**  **Samsung's Creative Foray into The Future**
Wain Choi
 VP & Global Executive Creative Director, Cheil Worldwide
-  **Atifa Hargrave-Silk**
 Brand Director of Haymarket Media Asia
- 09.30 - 10.00**  **How Media is Re-writing the Motherhood Manual**
Azumi Maruyama
 Strategic Investment Division, Hakuhodo DY Media Partners
-  **Haruko Minagawa**
 Touchpoint Evangelist, International Market Design Division, Hakuhodo
- 10.00 - 10.30** **COFFEE BREAK**
 by Emtex
- 10.30 - 11.10**  **Generation M: Young Muslims Changing The World**
Shelina Janmohamed
 Vice President of Ogilvy Noor
- 11.10 - 12.00**  **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
- 12.00 - 13.30** **LUNCH & FRIDAY PRAYER**
 Lunch by Kompas Gramedia
- 13.30 - 14.00**  **Mis-Management of Your Most Valuable Resource: How To Manage Your Talent**
Sonia Fernandes
 Chief Talent Officer for The Asia Pacific Region, MediaCom
- 14.00 - 14.30**  **Revealing New Opportunities Through Sports Content**
Erick Thohir
 Founder of Mahaka Group, President of Asian Games 2018 & President of F.C. Internazionale
- 14.30 - 15.00**  **Why Innovation Needs A New Agenda To Successfully Create New Agendas**
Sandipan Roy
 Chief Strategy Officer, Isobar APAC
- 15.00 - 15.30** **COFFEE BREAK**
 by Djarum
- 15.30 - 16.20** **Why Effectiveness Matters: Building a Culture of Marketing Excellence**

<p> Cheuk Chiang CEO, Asia Pacific, Omnicom Media Group</p>	<p> Bobby Pawar MD/CCO, Publicis South Asia Presenting: A Giant Demo of Strength</p>
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-  **Angela Watson**
 Head of Account Management, Colenso BBDO
Presenting: Brewtroleum
- 16.20 - 16.25**  **Indonesian Agency for Creative Economy Address**
 Triawan Munaf, Chairman
- 16.25 - 17.25**  **Campaign for a Better World: The Courage for Positive Change**
 (Presented by tvOne - Moderated by Balques Manisang from tvOne)
Kofi Annan
 Former UN Secretary-General & Nobel Peace Prize Winner
- 17.25 - 17.40** **Closing Session**
 AdAsia 2017 Organizing Committee
- 18.00 - 21.30** **FAREWELL & PAKISTAN NIGHT**
 at Taman Jepun & Pecatu Hall, Bali Nusa Dua Convention Center