



What happens when you put 10 media greats with one Geisha under one roof?  
There's only one way to find out.



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## INTRODUCTION

The 6th Malaysian Media Conference (MMC) is an annual alumni of about 250 media pundits, industry specialists and key media decision-makers in the fields of media, marketing, branding and advertising across Malaysia. Amongst the speakers featured are thought leaders in their space from Malaysia, Singapore, India, Australia and Japan.

Now is the time to lead. And the Malaysian Media Conference returns with the theme: LISTEN, LEARN, LEAD.

In an age where a monologue is as hip as the fax machine, communications has become all about interaction, conversations and engagement. This year a stellar line-up of speakers have been gathered to give you an unforgettable experience for one true knowledge-enrichment day.....



## WHO WILL ATTEND

This Congress is ideal and timely for all professionals working in Media, Marketing, Advertising, Newspapers, Television, Outdoor... in fact, every facet of marketing communications! But just to be sure:

**MEDIA PLANNERS ■ MEDIA BUYERS ■ MEDIA MANAGERS ■ MEDIA DIRECTORS ■ ADVERTISING CEOs ■ ADVERTISING ACCOUNT MANAGEMENT ■ ADVERTISING CREATIVES ■ BRAND MANAGERS ■ MARKETING MANAGERS ■ MARKETING DIRECTORS ■ MEDIA OWNERS: TELEVISION ■ RADIO ■ NEWSPAPERS ■ MAGAZINES ■ OUTDOOR ■ AMBIENT...**

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**MEET OUR SPEAKERS**



**ANDREAS VOGIATZAKIS**  
 MANAGING DIRECTOR,  
 OMG, MALAYSIA

Andreas Vogiatzakis is the Managing Director, Malaysia of Omnicom Media Group Asia Pacific and oversees the overall operations for the award-winning OMD, PHD as well as WMD brands in Malaysia.

A true internationalist, Andreas started his media career with DMB&B in New York and later managed JWT's international clients in Greece for several years. He set sail to Japan thereafter, establishing D'Arcy's media department and later restructuring Starcom to be the strongest international media independent in Japan. He later moved to Taiwan as the head of MindShare Group and later relocated to Malaysia, assuming his current role at the helm of Omnicom Media Group (OMG) in Malaysia.

With a passion for excellence, and armed with strong media and management experiences spanning three continents and six countries, Andreas has elevated OMG to a highly desirable position in the Malaysian market.

Under his leadership, OMD Malaysia has grown from strength to strength. The agency was conferred the Silver Award in 2008 for Best Office of the Year in South East Asia – the only agency from Malaysia and the only media agency in South East Asia to win this highly coveted industry award.

Andreas' exemplary achievement and contributions in the global and local business communities has not gone unnoticed. He was inducted in the International WHO's WHO of Professionals in January 2009.

An active member of the Malaysian Media Association (MSA) chairing the committees of Hot Topics and Training, Andreas is also the Vice Chairman of the ABC Board. He also sits on the Board of Directors of the European Chamber of Commerce in Malaysia (EUMCCI), is the Media and Public Relations advisor in the Advisory Council of AIESEC Student Organization, and a judge in the Malaysian Effie Awards in 2008 & 2009, as well as the MSA 2009 Malaysia Media Awards.



**EMMANUEL ALLIX**  
 ASIA PACIFIC MANAGING  
 DIRECTOR  
 PUDDING MEDIA, INDIA

In his role, he assumes the responsibility of the Asian operations and drives Pudding Media's operations and business in the region.

Emmanuel joined Pudding Media from GroupM Interaction (a WPP media investment company) where from 2006 he was their Regional Technology Development Director for Asia Pacific. In this position, he was overlooking GroupM Mobile Advertising activities for the whole Region and has been working with various Brands, Telcos and Technology providers to build a sustainable Mobile

Advertising business.

Emmanuel was also an APAC MMA Board Member in 2008 and is a regular speaker at various events including CommunicAsia, Media360 and AdTech.

Prior to joining GroupM, Emmanuel had spent more than 10 years in the IT and Internet arenas across Asia and Europe. He founded and run one of the first Internet Website development startups in France back in 1996, creating and launching several Websites and online activities for major French companies. He also led KPMG Consulting France E-Commerce Strategy group for a year and a half and worked on various assignments for Butagaz, Peugeot, Manutan, and National Ministry of Education. In 2001, he joined Singapore Airlines to head their E-Commerce initiatives for nearly 6 years.



**IAN MCKEE**  
 CEO AND CHIEF  
 STRATEGIST  
 VOCANIC

A company that specialises in Identifying Influencers and crafting strategies to engage and activate them to launch word of mouth and Social Media campaigns for clients such as Heineken, StarHub, Discovery, Top Shop, Nokia, Symantec, Adobe and others

Prior to Vocanic, Ian was MD for Informative Asia Pacific working on customer dialogue and Influence marketing projects for brands such as Zuiji, DBS Bank, HP, Nokia, BP, and Mars brands such as Cesar, Pedigree, Starburst, M&Ms and others.

Originally from the UK, Ian has called Singapore home for the last 13 years



**KHAILEE NG**  
 EXECUTIVE DIRECTOR  
 YOUTH ASIA (FORMERLY  
 THE YOUTH INTELLIGENCE)

Khailee Ng is the Executive Director of Youth Asia and The Youth Intelligence. His team has been leading youth communities since 2006, connecting brands and agencies to the motivations of youth via research, direct engagement, and mass activation. Youth Asia founded and manages Malaysia's Largest Youth Opinion Community, YouthSays.com, with over 160,000+ young Malaysian members. They also organize Malaysia's largest youth lifestyle festival, YOUTH'09, and continues to organize and empower youth communities across the region.

Back in his student days, he led student movements in music and activism which won him various awards, including the KBlue Chilli Award. He is also the only Malaysian to ever win the Asian HSBC Young Entrepreneur Award. He completed his degree in business at the top 2% of his class a Valedictorian having studied in Sydney, San Francisco State and UC Berkeley. He previously spent years with MindValley, mobilizing online communities in the US and UK with entrepreneurs and

technologists from 16 countries.

He now spends his time empowering youth communities all over Asia and having deep conversations with his pet cactus.



**MIKE DA SILVA**  
 CEO, MDSA  
 ENTERTAINMENT  
 MARKETING

Mike Da Silva is recognised as a leading global authority on Promotion Marketing and a pioneer of the industry in Australia, the United Kingdom and Asia. He is CEO of Sydney based, MDSA Promotion Marketing, with clients who include: Qantas (for 15 years), ANZ Bank, Australian Merino, MySpace, News Digital Media, The Great Barrier Reef Preservation Project, the Brand Australia Project, ACCOR, DFS Galleria, Universal Pictures, Paramount, ING Direct, eBay, PayPal, Fox Pictures, SONY Pictures, Warners, Dreamworks and Tourism Western Australia.

Last month in Hong Kong, as a guest of The Hollywood Reporter, Mike addressed an audience of Filmmakers on 'Monetising brands in Movies' during the Asian Film Awards. Mike is a winner of the MAA Worldwide International Marketing Professional of the Year award, for his work in developing Promotion Marketing throughout the world, a Winner of the Asia Brand Congress, Brand Leadership Award and a Global Super Achiever Award for his work in Promotion Marketing throughout Asia. He is the Immediate Past President of the prestigious 42 year old, New York based, Marketing Agencies Association Worldwide. MAA has Members in 19 Countries.

The first time this position has gone outside the USA and UK. Prior to being elected to the Presidency, Mike was International Executive Vice President for MAA for Asia for 12 years.

He has been a Member of the International Advisory Council for the Asia Brand Congress for 2 years and a Member of the Australian Direct Mail Association's Digital Council working on a Code of Practice for Social Communities in Australia,

Mike is the Founder of the Promotion Marketing Awards of Asia, "The Dragons of Asia" which is, after 10 years, has become the most prestigious Marketing Award Programme throughout Asia. PMAA Dragons have Zonal Directors in all Asian Countries.



**NEERAJ ROY**  
 MANAGING DIRECTOR  
 & CEO  
 HUNGAMA MOBILE

Hungama Mobile is the largest aggregator, developer and publisher of BOLLYWOOD content in the world. Hungama has developed a digital distribution network spanning 37 countries with over 150 partners across Mobile, Internet, Cable VOD and IPTV services, representing over 300 original content owners across Music, Movies,

## MEET OUR SPEAKERS

TV, Sport, Lifestyle content  
 Hungama Mobile has now launched a Bollywood channel with over 150 operators in 37 countries on networks such as SingTel, Maxis, MTN, O2, Telis etc and also internet based services such as Apple iTunes, MSN Music, Yahoo! Music etc

Hungama are the owners of the three biggest entertainment portals in South Asia, Hungama.com and BollywoodHungama.com, The # 1 Bollywood portal in the world and GamingHungama.com

Hungama Mobile has an active Mobile Entertainment and Marketing/Applications business, which has been engaged with over 300 brands and developed over 1000 interactive campaigns.

Hungama has won over 60 awards in Digital Marketing, including 4 ABBY Golds, PMAA-Singapore and the Globes in Miami.

Neeraj was voted amongst the '50 Most influential People in Mobile Entertainment' globally 3 years in a row. He was recently selected amongst the 'Top 10 MobiThinkers of 2009' globally.

Neeraj is the Chairman of Mobile Entertainment Forum, an organization of over 200 members from all the entire value chain of the Mobile Entertainment business. Neeraj was one of the founders of TiE in India and has been on the Board of TiE Mumbai chapter for several years. Neeraj is also an active speaker at various international forum such as the Mobile World Congress, MIPCOM, Cannes Film Festival, CTIA etc and on several domestic and international committees advising on the global Mobile & Digital Entertainment community.



**PRASHANT KUMAR**  
 CEO OF MEDIABRANDS,  
 MALAYSIA (UNIVERSAL  
 MCCANN & INITIATIVE)

Prashant has been a leading champion of Integrated Communications planning in the Asia-Pacific region.

Universal McCann Malaysia is a thought leader & business partner to a string of blue-chip clients including Coca-Cola, J&J, F&N, Proton, Telekom Malaysia, Dutch Lady, MasterCard, Taylor's college etc.

Universal McCann has won a string of innovation awards including twice Grand prix winner and thrice Agency of the year runner-up in last 4 years & the only Cannes media lions & Festival of media finalist. Prashant also started the highly successful UM Consulting to offer marketing consultancy & ROI analytics to UM clients in Malaysia. He has also been pivotal to the agencies win of almost 100 million worth of new business in the last one year.

Before this role, he was heading Communication Planning for Asia-Pacific in Universal McCann, traveling extensively from Japan to China to India driving strategic creativity across the region and helping win a series of new business for the network. He ended-up writing P&G's first Digital Strategy in India. He is probably the only Google

-certified search expert among Media Agency CEOs in Malaysia.

He has also been the Guest Speaker at TN Sofres University, Asia Youth Conference, KL Brand Equity Conference, Telenor Asia Conference etc & was a Mentor at Media Magazine's famed 'Mediaworks'. He chaired the Malaysian Media Awards 2009 & was recently elected as the Vice-President of Media Specialists Association. He was the first member of Malaysian Media Community & the only one from SE Asia to be invited to the much coveted Cannes Media Lions jury this year. At 33, he was also the youngest jury member.

Prashant is a budding aviator & loves to take a sortie over the lush & breathtaking Malaysian countryside. He is also a proud father of a 2 year old son.



**PETER PEK**  
 CHAIRMAN & GROUP CEO  
 OF THE MERCATUS GROUP

Business Times calls him a "Branding Guru" and the Malay Mail hails him as "Asia's leading brand strategists". Peter Pek has

over a decade and a half of working experience in the branding, print, design, publishing, PR and advertising industries on three continents. He is also a writer, columnist, editor, publisher, designer, creative director, public speaker, corporate celebrity, radio and television personality.

One of the world's leading brand strategists, he was one of the host and judge of the corporate reality television series The Firm, where he played himself for 2 seasons (23 episodes), acting as a corporate leader and mentor. The show premiered prime time nationwide on ntv7 and Astro's Channel 107 in Malaysia in 2007.

On New Year's Day, 2008, he began hosting his own branding talk show, Brand Malaysia with Peter Pek, on Radio24. The show began podcasting episodes through the show's website in March 2008, making him one of the few Chief Executives in Asia and the first in Malaysia, to podcast.

Peter has worked for a number of leading advertising agencies in London including Euro RSGC, J. Walter Thompson and Saatchi & Saatchi; and has produced work for numerous brands including the Arab Banking Corporation, Heathrow & Gatwick Airports, Barclays Bank, BMW, British Airways, British Telecom, Citroën, Coca-Cola & Schweppes, Dell, Eurotunnel/Le Shuttle, The Guardian newspaper, Lloyds Bank, NCR, Microsoft, MTV Europe, Prudential, Safeway Supermarkets, Sky TV, Sony PlayStation, Swedde Bank, Telecom Italia and Toyota.

Currently, he is the Chairman and Group CEO of The Mercatus Group, Malaysia's largest international brand management consultancy. He is also the Executive Director of Reputation Mercatus, its PR subsidiary.

In Malaysia, he has spoken at many events and conferences, including some organised by

the Asia Business Forum, Marcus Evans, the Federation of Malaysian Manufacturers, the Franchise Association of Malaysia and the Asian Strategy & Leadership Institute (ASLI).



**RAHUL THAPPA,**  
 MANAGING DIRECTOR,  
 MINDSHARE MALAYSIA

Rahul has worked as a communications planner gaining vast experience in Ogilvy Advertising India, EuroRSCG India and OMS

India; and with diverse brands like Microsoft, Intel, Dell, Electrolux, Samsung, McDonald's, Unilever & GlaxoSmithKline. Rahul joined Mindshare Malaysia in 2003 and was given the responsibility of the buying and strategic planning functions for the Unilever business. In 2005, he moved on to head a business unit comprising Unilever, Kraft and MEASAT Broadcasting Networks. Rahul took on the helm as managing director of Mindshare Malaysia in 2008.



**ROY TAN,**  
 MANAGING DIRECTOR,  
 CARAT MEDIA

Roy graduated from the University of Western Australia with a Bachelors degree in Commerce majoring in Accounting

and Finance. His experience spanned across the information technology industry as well as interactive and full service local and international agencies and networks.

Roy held the position of the Chief Operating Officer in Sil Ad, managing brands such as Sony, Nissan, Lycos and adidas prior to Carat Malaysia. Rediscovering his passion for media, he rejoined the Carat office in 2003. Before his promotion, Roy was the Managing Director for Carat Interactive. He handled BMW, Malayan Banking, Southern Lion, Philips, and Lam Soon.



## **FIONA GRAHAM A.K.A. SAYUKI**

Japan's first ever foreign geisha!

For the first time in the 400 year history of the geisha, a Westerner has been accepted, and on December 19, formally debuted under the name Sayuki.

Sayuki is specialized in social anthropology, a subject which requires anthropologists to actually experience the subject they are studying by participating in the society themselves.

She has been doing anthropological fieldwork in Asakusa - one of the oldest of Tokyo's six remaining geisha districts - for the past year, living in a geisha house (okiya), and participating in banquets as a trainee. She has been training in several arts, and will specialize in yokobue (Japanese flute).

Sayuki took her doctorate in social anthropology at the University of Oxford, and specializes in Japanese society. She has spent half of her life in Japan, went through Japanese schools, and graduated from Japan's oldest university, Keio. Sayuki has lectured at a number of universities around the world, has published extensively on Japanese culture, and is also an anthropological film director with production credits on a wide range of international broadcasters.

The book "Sayuki: inside the flower and willow world" came out in 2008 with Pan Macmillan Australia and a documentary is being filmed on it.

- 8.30am Registration & Coffee/Tea**
- 9.00am Organising Chairman** – Harmandar Singh aka Ham, CEO of ADOI
- 9.10am Malaysian Media Industry Overview** - Paul Corrigan, CEO, GroupM
- 9.30am Change The Game Or It's Game Over** - Roy Tan, MD, Carat Media  
 Shifting our thinking beyond media in a digital world. Breaking paradigms on how we view media and communications. How do we communicate in a world with the long tail, shifting consumer patterns and interest. If the world is going to be 80% digital in 2020 and youths earlier, how do we shift our communications beyond what we have today. Beyond traditional metrics to measuring deep, Interested and meaningful conversations with the consumer.
- 10.00am Digital Future: Agency's perspective for 2013** - Andreas Vogiatzakis, MD, OMG  
 How technological developments can and will affect the future of the digital/mobile environment, how this change will affect the media landscape and what will be the logical next step effects for communication agencies and marketers.
- 10.25am Mobile Advertising** - Emmanuel Allix, APAC MD, Pudding Media  
 Emmanuel will review key factors that drive the growing importance of mobile advertising in today's media mix in Malaysia. The session will cover the unique benefits of mobile advertising, strategies of maximizing mass-reach, comparison of mobile advertising channels and interesting case studies.
- 10.50am Coffee/Tea Break & Networking**
- 11.15am Word of Mouth Marketing** - Ian McKee, CEO, VOCANIC  
 Harnessing the Power of Word of Mouth and Social Media Marketing  
 · What is Word of Mouth Marketing  
 · How do you plan and implement WOMM  
 · Who are Influencers and how to engage them  
 · How to do Social Media Marketing  
 · Case studies from leading local brands
- 11.55am YOUTH: Media, Influence, Winning Them Over!** - Khailee Ng, ED, The Youth Asia  
 The billion dollar question: How to win over the youth market? Khailee will share what thousands of youths across Malaysia have to say. Drawing from recent case studies of Malaysia's Largest Youth Lifestyle Festival, how 160,000 youths assist brands in research and engagement, private research studies on youth, Obama-mania, and the women in his life... the presentation will walk us through media, influence, and winning over the youth market.  
 · The billion dollar question: How to win over the youth market?  
 · The women in my life: Explaining Media & Influence  
 · What 36,720 youths say about Malaysia's Largest Youth Lifestyle Festival,  
 · What 160,000 youths say about brand research, communities and interactive  
 · What Obama can tell you about what gets young people to vote
- 12.30pm Panel Discussion: SOCIAL MEDIA.** Chaired by Peter Pek, Chairman & Group CEO, The Mercatus Group  
 Panelists: Emmanuel Allix, Ian McKee, Khailee Ng, Andreas Vogiatzakis.
- 1.00pm Lunch Sponsored by ZEE Entertainment**
- 2.00pm Branded Content in Movies** - Mike Da Silva, CEO, MDSA Entertainment Marketing, with offices in Los Angeles, New York, Boston, Beijing, London, Tokyo & Sydney.  
 · How Product Placement really works. How brands are capitalizing.  
 · Product Placement and Promotion Marketing. New revenue streams for Agencies  
 · Digital Product Placement now offer brands guaranteed Brand involvement  
 · Product Placement and Promotion Marketing Opportunities in Asia
- 2.45pm Content is now the new storefront for engaging consumers** - Neeraj Roy, MD & CEO Hungama Mobile, India  
 With over 4 billion people digitally connected and a million new being added each day what's driving a Digital and Mobile Lifestyle is Device and Connectivity. The device, be it the phone, pc or tv has an ability to store more and with networks from 10 to 100 mbps and even faster the consumption of content on digital formats on the rise. What does this entail for all the stakeholders, ie Media companies, Content Companies such as Broadcasters, Studios, Record Labels, Artists et al, Telecom Companies and most importantly for the US\$ 1 Trillion global advertising community? Neeraj will also share a global example on this: Bollywood!
- 3.30pm Branded Content Campaigns direct from Cannes 2009** by Cannes 2009  
 Media Juror Prashant Kumar, CEO, Universal McCann.  
 Visioning future of branded content & communication.  
 This year 22,000 pieces of best work from 85 countries were entered in Cannes International Advertising Festival. The work submitted do not just represent what's best in the media communications today, but are important pointers on the shape of things to come. As much as these pieces of work shape what Cannes deems important, a Cannes win itself has the power to shape the future of our offering.  
 Here is a sneak peek into how the new communication and content is changing the way advertising and marketing is done globally plus how that has the potential to change how we do things here in Malaysia. Here is also a look at current state of branded content in Malaysia and how they are changing the way brands communicate.
- 4.00pm Coffee/Tea Break & Networking**
- 4.15pm Panel Discussion: BRANDED CONTENT,** Chaired by Rahul Thappa, MD, Mindshare  
 Panelists: Prashant Kumar, Mike Da Silva, Neeraj Roy
- 4.45pm LISTEN, LEARN, LEAD!**  
 Oxford doctorate and social anthropologist Fiona Graham aka SAYUKI, director & producer of documentaries, has become the first foreigner to become a full-fledged Geisha. She will relate her experience in an art steeped with tradition, perseverance, discipline and integrity. Leadership qualities that are fading in today's wired world.
- 5.30pm Close**

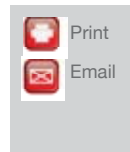
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