OVERVIEW

Singapore Management University & Omnicom Group bring an exciting, practical and relevant digital marketing certificate program which combines academic and industry perspectives in this growing field. A must for marketing professionals to efficiently use the digital media.

SPECIAL HIGHLIGHTS

• Taught by leading industry practitioners and academic professionals from Facebook, Google, Twitter, and Singapore Management University
• Hands-on AdWords session by Google
• Featuring industry case studies
• Learn about the latest research and best practices in digital marketing through our interactive sessions
• Hands-on workshop developing a digital marketing strategy for a client

WHO SHOULD ATTEND

Managers & Executives in charge of:
• Marketing & Marketing Communications
• Advertising & Promotions
• Digital & Social Media
• Brand Management
• Customer Service & Engagement

BENEFITS OF ATTENDING

• Gain key insights and trends of the digital world globally, regionally, and locally.
• Learn how to allocate resources between traditional and digital media for your marketing budget.
• Understand how to drive and evaluate returns on digital marketing investments.
• Receive in-depth training on practical tools that will help align your marketing strategies together.

CONTACT

e-mail: cme@smu.edu.sg
http://www.digitalworks.sg
digitalworksapac
### Day 1: Thursday, 29 August 2013

<table>
<thead>
<tr>
<th>Session</th>
<th>Time</th>
<th>Description</th>
<th>Speaker(s)</th>
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<tr>
<td><strong>Welcome</strong></td>
<td>9:00am – 9:15am</td>
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<tr>
<td><strong>The Digital Landscape in 60 Minutes or Less</strong></td>
<td>9:15am – 10:15am</td>
<td>This snapshot presentation will cover key digital global, regional and Singapore facts and trends.</td>
<td><strong>Jason Kuperman</strong>, Omnicom Group</td>
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<td><strong>Marketing Resource Allocation Between Traditional and Digital Media</strong></td>
<td>10:15am – 11:30am</td>
<td>This session presents how firms will have to make critical decisions on allocating limited marketing budgets between traditional &amp; digital media for better returns. Illustrated with case studies.</td>
<td><strong>Srinivas K. Reddy</strong>, Singapore Management University</td>
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<td><strong>Measurement: Driving and Assessing Return on Marketing Investment in Digital</strong></td>
<td>11:45am – 1:00pm</td>
<td>This presentation will explore tools and approaches towards measuring the performance of digital channels and provide advice on how to incorporate Return on Marketing Investment into all your digital efforts.</td>
<td><strong>Ivan Wong</strong>, eAcademy Asia</td>
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<td><strong>Lunch</strong></td>
<td>1:00pm – 2:00pm</td>
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<td><strong>Client Brief</strong></td>
<td>2:00pm – 2:30pm</td>
<td>Participants will receive an overview of a client’s business and a specific business challenge to apply their thinking against the current business model.</td>
<td><strong>Janice Chan</strong>, Starwood Hotels &amp; Resorts</td>
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<td><strong>Client / Agency Panel: Crowdsourced Topics</strong></td>
<td>2:30pm – 5:00pm</td>
<td>This panel will feature 2 to 3 client marketers from different industries, and 2 to 3 agency professionals from various disciplines. The topics for discussion will be crowdsourced from the digitalworks 2013 attendees prior to the program.</td>
<td><strong>TBC, Standard Chartered Bank</strong></td>
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<td><strong>Jamshed Wadia</strong>, Intel</td>
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<td><strong>TBC, Mcdonalds</strong></td>
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<td><strong>Patrick Rona</strong>, DDB</td>
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<td><strong>Don Anderson</strong>, Fleishman Hillard</td>
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<td><strong>TBC, OMD</strong></td>
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<td><strong>Veronique Meffert</strong>, Great Eastern Life</td>
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<td><strong>Tuomas Peltoniemi</strong>, Digital Arts Network</td>
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Program syllabus is subjected to change.
Day 2: Friday, 30 August 2013

Tools
9:30am – 10:30am
This presentation will highlight key “SaaS” (Software as a Service) tools which participants can explore to help them put their online marketing strategies together.

- Jason Kuperman, Omnicom Group

Workshop Session One: Google
11:45am – 12:30pm
Google will provide in-depth training on Search and AdWords including hands-on step-by-step experience for attendees with the Google insights and advertising platforms. Participants will be expected to use the lesson to formulate a plan to incorporate in their response to the Client Brief.

- Srinidhi Srinath, Google

Lunch
12:30pm – 2:00pm
Working Lunch: Participants are encouraged to have lunch with their teams and continue discussion of the client challenge. (Lunch will be provided.)

Workshop Session Two
2:00pm – 3:00pm
Participants will work in teams on ideas for the client brief -- coaches will be present to provide guidance.

Workshop Session Three
3:00pm – 3:30pm
Participants should spend the final 30 minutes of their workshop time developing their presentation.

Team Presentations
3:30pm – 5:00pm

Feedback & Winner Selection
5:00pm – 5:30pm
- Janice Chan, Starwood Hotels & Resorts

Day 3: Saturday, 31 August 2013

Closing Keynote
9:00am – 10:15am
- Aliza Knox, Twitter

Digital Media Panel
10:15am – 11:30am
The Digital Media Panel will be a moderated discussion between a number of digital leaders in the media space. Panelists will respond to questions and discuss topics from the moderator and the audience. Emphasis will be placed on themes that have arisen during the previous 2 days and the panelists' perspective on the future direction of the industry.

- Joe Nguyen, comScore
- Nick Gibbons, Facebook
- Jared Smith, Google
- Wendy Hogan, CBS Interactive
- Sussana Tsui, PHD

Close
11:30am – 12:00pm
The closing session will reiterate key themes from the sessions and generally wrap things up.

Program syllabus is subjected to change.
REGISTRATION FORM

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<tr>
<th>Participant Name</th>
<th>Designation</th>
<th>Email</th>
<th>Contact Number</th>
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Company:
Billing Address:                                                   Postal:
Contact Person:                                                                 |
Designation:                                                                 |
Tel:                                                                 Fax: Email:

How did you learn about Digital:works?
☐ Email Invitation ☐ Word-of-Mouth ☐ Website ☐ Brochure ☐ Social Media ☐ Others

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<tr>
<th>FEES</th>
<th>Before 7% GST</th>
<th>After 7% GST</th>
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<tr>
<td>Early bird 10% off till 31 July 2013</td>
<td>SGD 2,250</td>
<td>SGD 2,407.50</td>
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<tr>
<td>After 31 July 2013</td>
<td>SGD 2,500</td>
<td>SGD 2,675</td>
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Productivity and Innovation Credit (P.I.C) Scheme is available for Digital:works 2013, up to 60% cash rebate. For more information, visit http://www.iras.gov.sg.

Payment by Cheque: Please forward a cheque / bank draft / money order of the amount payable to “Singapore Management University” to confirm your registration. Kindly state the company name on the back of the cheque.

Payment by Credit Card:
Card Number: (Circle Visa/Mastercard)

Expired Date (MM/YY)

Card Security Code:

Signature of Card Holder: __________________

Cancellation Policy
Cancellation must be received in writing to “SMU - Centre for Marketing Excellence”.

The following charges apply for cancellations received:
- 1 weeks prior to the course commencement: No charge
- No refunds will be issued after 1 August 2013
- Substitutions are allowed

Please note that registration is confirmed only upon receipt of payment.