

5th Below-the-Line MARKETING STRATEGY 2018



3-4 DECEMBER 2018
RENAISSANCE BANGKOK HOTEL

Cost-Effective Marketing Strategies & Campaigns
To Maximize Sales And Increase Profitability
In Fierce Market Competition!

IN TODAY'S CUT-THROAT COMPETITION, the marketing landscape has fundamentally shifted away from promoting products from "Above-the-Line" (ATL), to "Below-the-Line" (BTL) marketing.

More and more, BTL strategies are recognized as economical, unique, while presenting personal ways to achieve a "cut-through"

TO TRIUMPH OVER ALL THESE CHALLENGES your company may face, Asia Dyna Forum (ADF) is pleased to organize our annual conference on "5th BELOW-THE-LINE MARKETING STRATEGY 2018", a tactical effort to help you achieve increased sales and better business results. The conference will address the latest trends in BTL marketing & promotions, including corporate case studies on how to develop effective BTL marketing and promotional campaigns that produce efficient business results in a long term!

TRANSFORM YOUR SUCCESS WITH:

- CONSUMER TRENDS & LIFESTYLES
- ONLINE BTL STRATEGIC IDEAS
- WINNING IN-STORE BATTLE
- POINT OF PURCHASE (POP)
- SUPERIOR BRAND EXPERIENCE
- EFFECTIVE CRM PROGRAMS
- DIGITAL DIRECT MARKETING
- EXPERIENTIAL & EVENT MARKETING

THIS CONFERENCE offers an opportunity to hear from an impressive range of the most Distinguished Speakers, and to engage in debate on topics of current relevance. This is a must-not-miss event for: CMOs, CIOs, VPs, MDs, GMs, Directors, Heads, Managers, and Decision-Makers who are responsible for:

- BTL Marketing
- Brand Management
- Digital Marketing
- Customer Loyalty
- Direct Marketing
- Marketing Research
- Public Relations
- Marketing Communications
- Product Marketing
- CRM/CEM
- Events Marketing
- Corporate Communications
- Advertising & Promotions
- Media Planning

FROM ALL INDUSTRIES

DECEMBER 2018

SUN	MON	TUE	WED	THU	FRI	SAT
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

**MARK YOUR CALENDAR NOW
& BOOK FOR THIS PREMIER
EVENT, WHERE WE LOOK
FORWARD TO WELCOMING
YOU IN DECEMBER 2018**

FOR ENQUIRIES & REGISTRATION:



CALL: 02 656 1518 (Auto Line)
HOTLINE: 062 2320405