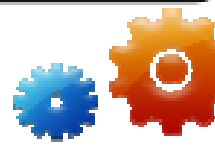




# Digital Marketing Innovation Forum 2017

25-26 September 2017  
Renaissance Bangkok



## TRANSFORM YOUR DIGITAL CHANNELS WITH THE GAME-CHANGING STRATEGIES

As Digital Channels evolve to become the key customer touch point for most types of FMCG (Fast-Moving Consumer Goods), Professional Marketers are being called upon to understand rapidly changing customer preferences. Driving this change, you must develop a unique and relevant product and service that reflects the omni-channel customer journey.

The **Digital Marketing Innovation Forum 2017 conference** will help your business understand and implement innovative strategies and discover new platforms on which to develop advanced revenue models, social reach and superior content!

### MEET & HEAR LATEST INSIGHTS ON

- **Digital Marketing Evolution** & The 'Must' Directions Toward Year 2017-2018
- Make The Right Digital Investments: **Successfully Deliver Personalized Experiences** By Leveraging CRM & Digital Channels
- **MOBILE MOMENTS That Matter**: Understanding Today's Mobile Consumer Behaviour & Mobile Marketing Trends
- **PERSONALIZATION**: How To Use Personalization To Enhance Your **Customer-Centricity & Brand Loyalty**
- **Revitalize Your Digital Servicing** Across Channels To Enhance Customer Journey: Case Study
- **Social Media News Recap**: What You Need To Know & Capture For 2017-2018

### PLUS! FULL DAY WORKSHOPS ON

- ✦ **MORNING WORKSHOP** "OMNI-CHANNEL MARKETING IN PRACTICE"
- ✦ **AFTERNOON WOKSHOP** "IoT, SOCIAL LISTENING AND REAL-TIME MARKETING"

### WHY YOU SHOULD ATTEND

- **GAIN** Insight Into What Customers Really Value Through Case Studies On Rapid Generation Of Consumer Behavioural Data
- **RE-THINK** The Customer Journey Across Multiple Automated Channels And Tune Your Marketing Strategies To Key Moments Of Truth
- **EVALUATE** The Range And Effectiveness Of Tools And Best Practices For Cross-Selling And Up-Selling Opportunities In The Short And Mid-Term
- **DESIGN** Digital Experiences That Are Remembered, Interesting, Repeated And Valued
- **IDENTIFY** The Real Return On Investment From Digital Marketing Strategies
- **NETWORK & RARE OPPORTUNITIES** For You With Practitioners & Consultants In The Industry

September 2017						
Sun	Mon	Tue	Wed	Thur	Fri	Sat
					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

**MARK YOUR CALENDAR NOW & BOOK FOR THIS PREMIER EVENT, WHERE WE LOOK FORWARD TO WELCOMING YOU IN SEPTEMBER 2017**

**FOR ENQUIRIES & REGISTRATION:**

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