



23-24 MAY 2019
RENAISSANCE BANGKOK HOTEL

Exceed Customer Expectations, Improve Competitiveness,
 Increase Revenue And Drive Down Costs

COURSE OVERVIEW

As the mid-year 2019 is approaching, the digital marketing landscape that encompasses SEO, Social Media, PPC, Content Marketing and more is witnessing a dramatic shift. There are many new digital marketing trends and strategies that are evolving in the current high-tech, Internet-connected era.

And businesses now need to use them to succeed in their efforts because what worked for you last year may not work this year!

Moreover, the marketing department is in the midst of a digital revolution and transformation that's bringing countless new technologies that all impact marketing strategies and activities in their own unique ways.

Crucially, in the year 2020 **'Digital Marketing Transformation'** will be at the heart of your marketing strategies and plans. Digital Marketing Transformation: a revolution of strategy and execution, also known as Digital First, is the shift in organisational thinking away from favouring traditional marketing channels to prioritising digital media. It means removing the bias towards traditional or conventional marketing channels and putting digital at the heart of your thinking and all your marketing tactics.

ARE YOU READY TO REFRESH AND TRANSFORM YOUR MARKETING FUNCTION TO ADAPT TO THE NEW DIGITAL CONSUMPTION?

"DIGITAL REFRESH 2019 CONFERENCE" is therefore your opportunity to join Chiefs and Directors of Digital Marketing, Transformation, and Innovation as they are expertise on how to transform their digital marketing to exceed customer expectations, reduce costs, improve efficiency and innovate faster.

DON'T MISS THIS EVENT, RESERVE YOUR SEAT NOW!

MAY 2019						
Su	Mo	Tu	We	Th	Fr	Sa
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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	

**MARK YOUR CALENDAR NOW
 & BOOK FOR THIS PREMIER
 EVENT, WHERE WE LOOK
 FORWARD TO WELCOMING
 YOU IN MAY 2019**

FOR ENQUIRIES & REGISTRATION:



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