

2-Day Conference on

Mobile Marketing

IN INDONESIA

Cutting-Edge Marketing Strategies for Successful Consumer Outreach & Engagement

23 – 24 February 2012
InterContinental Jakarta
MidPlaza, Jakarta

Save **US\$200**
If you pay by 20 Jan 2012
Additional 10% Discount for Groups of 3 or more!



Learn Best Practices and Pitfalls to avoid with Case studies of & Insights from:



Also featuring case studies from the Retail, Automotive, Telecommunications and various industries.

Programme Highlights

2012 Trends & Outlook	Insights into the evolving Indonesian mobile user
Mobile Marketing Adoption & Strategy	The relevance & re-defining the purpose of mobile marketing
Mobile Search Advertising	Methods to reach larger target audience
Mobile Marketing & Social Media	Utilising social media platforms for improved mobile marketing campaigns
Mobile Apps & Games	Engaging customers with innovative apps & games
Integrated Mobile Marketing	Delivering seamless marketing campaigns with different marketing channels
Branding	Empowering brands through mobile-optimised activities
Location Based Services	Maximising physical locations for outstanding results
Mobile Commerce	Enhancing consumer purchase experience with safe & simple payment services
Measurement	Measuring mobile campaign effectiveness & ROI

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IGNITING THE MOBILE MARKETING EVOLUTION: Connecting Millions, Empowering Billions

More than half of the 240 million people in Indonesia turn to their mobile phones to surf the internet. The power and value of mobile devices is increasing with widespread adoption and innovation, significantly impacting the lives of many Indonesians. Mobile phones are no longer mere communication tools - they are now our books, health monitors, payment transfer devices, social connectors and tour guides. Marketers are finding ways to harness the supremacy of the mobile device to engage and influence customers at the point of their decision. As mobile technology continuously evolves, marketers face the challenge of creating novel, innovative and value added services to draw and retain customers. In the face of a mobile marketing evolution, do you have the necessary background knowledge, skills and network systems in place to connect, engage and influence people of the world's fourth most populous country?

Can you deliver value added mobile services and additional convenience to your target audience?
Do you know how to integrate mobile into a larger campaign for greater outreach and engagement?
How can you use mobile technology to provide immediate access to your brand when customers are exposed to offline messages?

This interactive and engaging conference on Mobile Marketing in Indonesia provides in-depth knowledge into the mobile milieu in Indonesia. Delegates will get first hand insights into consumer trends of 2012, tips and tricks to optimising consumer purchase experience and brand loyalty. Embark on a 2-day comprehensive learning journey and discover how companies like **Google, Dell, Intel, TNS, Nokia Siemens Networks** and more have harnessed the power of mobility as drivers of success. Delve deep into the various social media platforms that your mobile marketing strategies could potentially integrate with and activate customer engagement for outstanding results.

**Sign Up NOW & Learn HOW to Use Mobile to Stimulate Interest,
Generate New Business & Build Customer Loyalty**

BENEFITS OF ATTENDING

- Attain strategic insights on the latest trends of Indonesian mobile users
- Develop the know-how to capture, entice and retain customers anywhere with social media
- Learn from **Nokia Siemens Network** on how to integrate multiple platforms for successful mobile marketing campaigns
- Uncover the ways to engage and influence customers
- Get **Google's** advice on how to incorporate mobile advertising into your overall marketing strategy
- Master the skills in creating innovative apps for greater customer outreach and connection
- Gain insights on how **Intel** creates a brand uniquely different from the rest
- Explore ways to achieve tangible results through location-based services
- Understand the significant impact of mobility on multichannel marketing
- Discover the secrets of **Dell's** successful mobile commerce and go-to-market strategies
- Pick up effective metrics for measuring mobile app and advertisement performances

Who Should Attend

CEOs, Vice-Presidents, Directors, Senior Executives, GMs, Business Development Officers, Specialists and Heads of Marketing, Technology, Corporate Branding, Communications, from MNCs in Indonesia and companies looking to enter the Indonesian market

DAY ONE

Monday, 23 February 2012

8.00 Registration & Morning Coffee

9.00 Chairman's Welcome & Ice Breaking Session



Colin Miles, Executive Vice President, InternetQ Asia

internetq

OVERVIEW

9.30 Insights from the Inside: The Evolving Indonesian Mobile User



- Developing a worldview on the Mobile Consumer: How the Indonesian Mobile user is similar/different from other countries
- Changing Consumers, Changing Expectations: How to cater to their differing demands
- How to make more informed decisions to capture consumers at locations
- How to revamp marketing strategies with evolving mobile choices

Suresh Subramanian, Deputy Managing Director, TNS
Hansal Savla, Technical Advisor, TNS

10.30 Morning Refreshments & Networking Break

MOBILE MARKETING ADOPTION & STRATEGY

11.00 Developing a Competitive Edge: Incorporating Mobile into the Overall Marketing Strategy
Case study of Mig33



- How to approach mobile marketing in the landscape of new media audience in Indonesia
- Learning the ropes: Key considerations and policies to take into before venturing into Mobile Marketing
- Strategies to increase mobile adoption and customer retention beyond banner advertising
- Tackle challenges and embrace opportunities in a large market with limited adoption

Andy Zain, Founder & CEO, PT Numedia Global

12.00 Lunch & Networking Break

MOBILE MARKETING & SOCIAL MEDIA

1.30 Attracting & Retaining Customers with Social Media



Indonesia has more than 38 million Facebook users. Almost all Facebook users in Indonesia access Facebook on mobile – How do marketers utilise social media platforms like Facebook, Twitter, LinkedIn for mobile marketing campaigns?

Learn how to leverage these abundant opportunities:

- **At home:** The rise of social television and enhancing user experience on social media platforms using Augmented Reality
- **In the office:** How to target twitter users for effective mobile marketing campaigns
- **On the move:** Understanding the retail market and using social media to attract customers at the point of sales
- **In store:** How to drive footfalls with mobile social media in stores

Venke Sharma, Senior Vice President, Arc Worldwide

MOBILE SEARCH & ADVERTISING

2.30 Rise of Mobile Advertising in Indonesia
Case Study from Google



- Acceleration of Smartphone in Indonesia: The relevance of Mobile Search
- How to incorporate mobile advertising into your overall marketing strategy, pitfalls to avoid
- Methods to reach larger target audience via effective mobile search advertising
- How to build your brand with mobile search advertising

Christian Cadeo, Head of Mobile, Google

3.30 Afternoon Refreshments & Networking Break

INTEGRATED MOBILE MARKETING

4.00 Delivering Seamless Marketing Campaigns through Multiple Channels
Case studies of Key Operators in Indonesia & APAC, B2B & B2C examples and many more



- How mobility is significantly impacting multichannel marketing
- Learn the best practices and pitfalls to avoid for a successful mobile and multichannel marketing campaign utilising both traditional and new media platforms
- How to convert engaged consumers into potential sales revenue
- Key performance indicators used to measure results from integrated mobile marketing campaigns

Harith Menon, Head of Marketing & Communications, Nokia Siemens Networks

5.00 Chairman's Insights & Analysis Of The Day's Proceedings

5.10 End of Day One

DAY TWO

Tuesday, 24 February 2012

9.00 Chairman's Opening Remarks cum Refresh & Recap Session



Ian Chapman-Banks, General Manager, Dell



MOBILE APPS & GAMES

9.30 Mobile Apps: Moving on from One-to-Many to One-to-One



- How to craft a strategic planning approach to developing mobile assets and ideas
- Methods to integrate mobile applications into a wider communications platform
- Understand the OS landscape across Asia and choosing the right platform for your brand
- Discover effective means in driving scale through Mobile
- Best in Class case studies

Liam MacManus, Digital Director, Mindshare

10.30 Morning Refreshments & Networking Break

BRANDING

11.00 Intel: Developing Brand Loyalty through Effective Mobile Consumer Engagement Strategies



- Starting from scratch: Building and creating a brand that stands out through mobile-optimised activities
- How Intel engaged consumers through mobile brand channels
- Find out how Intel created and sustained relationships through mobile enabled campaigns
- Managing and reducing negative sentiment: Avoid potential pitfalls and repercussions that may result

Peter Dingle, APAC Digital Marketing Manager, Intel

12.00 Lunch & Networking Break

LOCATION-BASED SERVICES

1.30 Empowering your Brand & Creating a Positive Impact on Consumers



- How to raise visibility of your brand to mobile consumers
- Standing out from the masses: Methods to drive awareness, gain recognition and leave long-lasting impression on consumers
- How to integrate location-based services into your marketing campaigns for significant results
- Utilising location based services to develop brand loyalty with the mobile phone
- Find out the different tools available and how to gear business for growth with mobile commerce

David Chalklen, Country Head, Vocanic Indonesia

MOBILE COMMERCE

2.30 Clinching the Deal: Boosting Sales & Revenue with Mobile Transactions



- Discovering new grounds: Generating revenue and delighting end users with innovative mobile software and applications
- Mobile money services: Uncovering Dell's tips and tricks to simplifying and optimising consumer purchase experience and payment options to build loyalty
- Evaluating different business models and go-to-market strategies for successful mobile commerce
- How to address and manage challenges and issues in mobile transactions

Ian Chapman-Banks, General Manager, Dell

3.30 Afternoon Refreshments & Networking Break

MEASUREMENT

4.00 Monitoring & Measurement Metrics



- Defining the standards and variations of mobile marketing measurement
- Metrics used to measure and monitor social media on mobile platforms
- How to measure the performance of mobile apps
- Measuring the success rates of mobile advertisements
- Rethinking direct response and awareness: Tips and tricks for better evaluation in measurement

Nanda Ivens, Vice President, IndoPacific Edelman

5.00 Chairman's Insights & Analysis Of The Day's Proceedings

5.10 Close of Conference

