



Asia's premium event for the modern marketer returns in 2017, hot on the heels of our best event ever in 2016. With more than 600 leading marketing players attending the 2017 edition, we'll explore the four key pillars of marketing success: Be inspired by the keynote presenters and then dive deeper into one of the dedicated tracks. The tracks will be made up of case studies from leading brands and the latest technology innovators.

Alongside the conference is an exhibition showcasing the latest loyalty, customer experience, marketing analytics and digital marketing technology and solutions.

Attendees include representatives from Shell, Hipvan, foodpanda, Dominos, Fossil, Oglivy & Mather, AIA Vietnam, Westpac Banking and many more.