



## PRESS RELEASE

Over 600 marketing players at LEAD 2017 – Asia's Premium Event For The Modern Marketer

Singapore - 24<sup>th</sup> July 2017 – Customer loyalty, customer experience, data and analytics and digital marketing are key topics in the current marketing landscape. How do you get it all right and plan your strategy so as to increase revenue growth?

At [LEAD 2017 \(31 October – 1 November 2017, Suntec Convention Centre, Singapore\)](#), marketing players will be exploring the 4 key pillars of success: **Loyalty, Experience, Analytics, Digital**. The 4 tracks will be made up of case studies from leading brands and the latest technology innovators and the conference is expected to attract over 600 key marketing players. Alongside the conference is an exhibition showcasing the latest loyalty, customer experience, marketing analytics and digital marketing technology and solutions.

The opening keynote plenary of Day 1 will feature a panel discussion between **Jerry Daykin**, Head of Global Digital Media Partnerships, **Diageo** and **Aurelien Pallain**, EVP of Performance Marketing, **Lazada** with **Shufen Goh**, Principal & Co-Founder, **R3** as the moderator. They will be discussing on **How technology can change marketing for the better**

On Day 2 of the conference, we will have **Kristen Zavo**, Director, Strategic Projects and Affiliate Partnerships, **Luxottica North America** sharing on **Marketing to GenZ**.

[LEAD 2017](#) will bring together over 80 speakers sharing insights and case studies across 4 tracks. Here's a snapshot of some of them:

- **Jason Yeung**, Marketing and PR Manager, APAC, **KAYAK**
- **William Adeney**, Vice President, **OgilvyRed Asia Pacific**
- **Shifali Jamwal**, Head of Social Media, **HipVan**
- **Varun Rai**, Director Business Development, Specialties, **Shell**
- **Reynazran Royono**, Founder and CEO, **Snapcart**
- **Jerry Daykin**, Head of Global Digital Media Partnerships, **Diageo**
- **Dipanjan Chaudhuri**, Regional Lead, APAC, **Waze**
- **Sumit Ramchandani**, Managing Director, Singapore, **Lion & Lion**
- **Andy Clark**, General Manager Asia Pacific Japan, **Tealium**
- **Kevin Hagino**, Senior Regional Brand Manager, **Lego**
- **Erik Davies**, Director of Digital Marketing and Telemarketing, **CMG.Asia**
- **Nathalie Pellegrini**, Director, **iflix**
- **Michael Parsons**, Vice President Marketing and Strategy Relationships, **ACCOR**

[View full list here](#)

This year, a **pre-day conference workshop** held on 30<sup>th</sup> October is also added and will be led by experts sharing marketing tips on 6 key markets in Asia: Malaysia, Thailand, Vietnam, China, Philippines and Indonesia. In a series of 1-hour sessions, they will provide an overview of key in-country digital marketing channels, the role of technology, programmatic opportunities, content marketing, mobile marketing and more, with examples of successful campaigns and key takeaways.

**About LEAD 2017**

**Date:** 31 October – 1 November 2017

**Conference opening hours:** 09:00 am

**Venue:** Suntec Convention Centre, Singapore

**Website:** [www.terrapinn.com/lead](http://www.terrapinn.com/lead)

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**Note: Press registration for the conference is compulsory and advance scheduling for speaker/sponsor interviews is recommended. Final issuance of press passes is subjected to Terrapinn's discretion.** For your press pass, please contact the following:

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