



Takeaways

2017 ICON (formerly APSMA)
Asia Annual Conference

DESIGNING THROUGH **DISRUPTION**

Sponsored by **Baker
McKenzie.**

Designing through disruption – the new normal

Another successful Asia Annual Conference has come and gone – our fifth in Hong Kong. This year's theme was all about disruption and the need to continually evolve to stay relevant in the market. We know that disruption is everywhere and now common language in our professional services world. The conference focused on how we keep up with the current rate of change and shift our roles and way of thinking to anticipate the demands of the future. Once again we had some fantastic presenters, breakout sessions, panellists and as always huge turn-out from our members.

We also announced to our Asia members our new brand, moving away from APSMA – the Asia-Pacific Professional Services Marketing Association – into the new world of ICON. ICON promotes our brand values and sets a high benchmark for everything we want to achieve and represent, whilst the words that form the acronym – Influence, Collaboration, Opportunity and Network – perfectly encapsulate the benefits of the association.

So you see, even we are disrupting ourselves!

As this year's conference proved through the variety and calibre of presenters, our professional services world can learn a lot from pure B2B industries.

We are truly excited about the future of ICON and the cutting edge concepts and skills we can all take to our respective workplaces.



Grace Lau

*Chair of ICON, Hong Kong
Business Network Director, YPO*



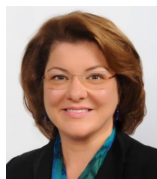
A word from our sponsor, Baker McKenzie

Disruption is expected, and in many cases, disruption is here. Our latest thought leadership report, the Asia Pacific Business Complexity Report 2017, found 84% of Asia Pacific business leaders expect major technological disruption in the next two years. As professional services firms, it is no longer enough to approach disruptive forces as and when they appear. Our role is to anticipate, strategize and work with our clients to embrace, protect against, or in some cases, drive the disruptive trends transforming industries.

Baker McKenzie lawyers regularly work with clients who are brilliant at what they do. From global logistics giants to high-end luxury goods manufacturers to the world's largest financial institutions to family-run healthcare conglomerates with global growth plans, our clients are leaders across almost every corporate sector. But even the most exceptional of business minds can today find themselves stopped in their tracks by the ambiguity, complexity and volatility with which corporates must contend.

Our Firm has one key purpose; to simplify the complexities facing corporates today. It's a clarity of purpose of which we are particularly proud.

It is clear from the discussions at this year's ICON Annual Conference that many of those in the Asia Pacific business development, marketing and communication community across the region's leading professional services firms are also problem solvers at heart. We are proud to have sponsored this year's conference, and participated in the excellent plenary and breakout sessions. We hope this excellent summary of the event helps continue the conversation.



Laura Ashton

*Asia Pacific Director
Business Development, Marketing and Communications
Baker & McKenzie*





Understanding and Applying Design Thinking

When design principles are applied to strategy and innovation the success rate for innovation dramatically improves. Before you try to change any processes, always ask, "Why are we doing this?" and "What problem are we trying to solve?" Is the solution feasible, viable, and desirable? Only then consider what and where technology can have an impact.

Design thinking is, in essence, a process and can be applied in a number of areas, including improving internal processes, such as working with other business services departments, so always look for opportunities to collaborate.

Key takeaways



1. Have an experimental mind-set - do not be afraid to fail.



2. Is the solution/design feasible, viable, and desirable?



3. Make it user-centred: the things you are changing should be of value to someone.

SPEAKERS

MODERATOR

Graham Seldon

Co-Founder, Seldon Rosser

PANELLISTS

Steven Lau

Director of Holistic Customer Experience, ASANA

Nelson McKey

Fintech Solutions Director, Sun Life Financial

Nic Tinworth

UX & Digital Creative Director

Ada Yuen

Design Research Consultant, CoolGranite

BREAKOUT I

Is your Content Strategy a Chameleon?

Content marketing is one of the biggest challenges that regional marketers face, due to the daily changes in what our buyer expects to hear, see and feel from our brands. It is essential that organisations have a clear and defined strategy that can also continually adapt to our ever changing, and disrupted, environment.

Key takeaways



Just like a chameleon, who designs and changes itself in disruptive environments to survive, we must as marketers continually design innovative content and disrupt our noisy industry.



It's one thing to craft creative content, but if you're not utilising the best marketing channels to target your buyers, content goes to waste.

Speaker

Karen Powell, Managing Director, McCorkell & Associates

For more information, visit: www.mccorkell.com.au

BREAKOUT 2

Power in Negotiation

Do you feel that the balance of power in negotiation is tipped against you? Is your organisation taking advantage of the changing dynamics in your industry, or falling victim to them? Of all the skills required in business, there is one that transcends the rest: negotiation. It is an art as well as a science.

Key takeaways

1.

Understand how power influences commercial negotiation, across cultures and industries

3.

Identify levers that will help you create power in negotiation

2.

See the interplay between relationships and power in negotiation

Speaker

Wai Lau, Head of Consulting, APAC, The Gap Partnership

For more information, visit: <http://www.thegappartnership.com/hk>

BREAKOUT 3

Crisis Communications – The Cost of Not Saying Sorry

How decisions are made in response to a crisis can significantly impact the value lost for a business and the time taken to recover. Aligning what may be sometimes conflicting legal and communications advice will go a long way to achieving the best reputational outcomes.

Key takeaways

1.

Understand how power influences commercial negotiation, across cultures and industries

Understand the best way to say sorry.

2.

3.

Weigh up the value of a company's reputation against conflicting legal advice.

Speakers

Paul Marriott, Chairman of Asia, Strategic Communications, FTI Consulting

Ann Hung, Senior Director, Strategic Communications, FTI Consulting

For more information, visit: www.fticonsulting.com

BREAKOUT 4

Sorting Hope from Hype: What to Make of New Media Technologies

“The future is already here – it’s just not very evenly distributed” – William Gibson

Virtual reality (VR) is currently at an early stage in the adoption cycle. As with any technology, the future of VR will depend on its capacity for increased engagement and wider applicability.

VR has most commonly been used in the context of video gaming and the military. Some sectors such as construction and hotels have incorporated VR to allow users to experience and familiarise themselves with an environment remotely.

Key takeaways

1.

As marketers, we need to be aware of the limitations of VR before considering its use. VR can cause disorientation in its users. The VR user experience can be quite isolating given the restriction of movement and the lack of shareability with other people, leading to a drop in repeat usage.

2.

Before VR can further develop, we need to figure out how this technology fits in our everyday lives; otherwise, VR will just remain hype.

3.

The time for hype is over; to be successful at VR, it needs to be functional and useful.

Speaker

Daniel Clarke, Executive Producer, Clubhouse

For more information, visit: <https://www.apv.asia>

BREAKOUT 5

Life's a Pitch

Winning requires a clear, targeted, actionable pitch. How do you understand the essential needs of your prospective customers? How do you present your services as solutions? How do you structure your presentation and create pitch materials for success?

A great pitch is key to every new business win. Know your audience. Solve their most urgent problems or make the most of their biggest opportunities.

Key takeaways

1.

Solve the problem, don't sell the service. Consultative selling is still best.

2.

Up to 90% of communications is non-verbal. Show your passion.

3.

Engage your prospects and avoid death by PowerPoint.

Speaker

**David Ketchum, CEO, Current Asia and Chairman,
Digital + Direct Marketing Association Asia**

For more information, visit: www.currentasia.com

BREAKOUT 6

Understanding Behaviours that Create Results

In this dynamic and challenging business world, it is vital to be self-aware and understand how to better engage with others to be successful. Research suggests the biggest leadership gap is **lack of self-awareness**. Self-awareness is the first action that needs to take place in order for people to change. Self-awareness is a prerequisite for self-discipline and self-improvement and critical for effective leadership.

With better self-awareness, you can establish more effective relationships with your teammates, peers, boss and clients by understanding differences and being able to adapt and connect with others.

Key takeaways

It all starts with understanding yourself as an individual and how you interact with others.

1.

2.
By understanding personality preferences and differences, this can help you build a stronger bond on both professional and personal levels.

Speaker

Xavier Pech, Senior Partner, Asia Corporate Training

For more information, visit: <https://www.act-asia.com.hk>



Keeping up with the disruptors

Innovation vs Disruption – In the case of innovation, companies generally have some form of control, with disruption they don't. Disruption can be a mindset, so it is people rather than companies that are the disruptors.

Key takeaways

1.

We should be future-proofing our workforces by investing in the skillsets of tomorrow - eg sponsorship of Kids Coding Clubs

2.

Companies need good digital ecosystems and human capital (in additional to good ICT infrastructure) to thrive in a digitally transforming world

3.

In many organisations the least innovative and disruptive senior leaders are deciding how to tackle the challenges of keeping up with a disruptive society – “Reverse Mentoring” an innovative way to approach this problem

SPEAKERS

MODERATOR

Dan Healy

Head of Business Development, CBRE

PANELLISTS

Belle Morton

Director & Customer Advisory Lead, KPMG

Melissa Brown

Head of Global Marketing, Telstra

Titus Rahiri

Founder & Consultant, KorumLegal