



apsma

Asia-Pacific Professional Services Marketing Association

Thursday, 1 June 2017

2017 APSMA Asia Annual Conference
DESIGNING THROUGH
DISRUPTION

Conference programme

DESIGNING THROUGH **DISRUPTION**

2017 APSMA Asia Annual Conference

With increasing disruption happening in our markets, how do we keep up with the current rate of change, or, even better, stay ahead of the curve? How do we reimagine our roles as professionals in order to anticipate the demands of the future?

As we welcome you to this year's Fifth Asia Annual Conference, we hope you will enjoy hearing from leading subject matter experts in design thinking, business strategy, crisis communications, negotiation, new media technologies, personal development and managing disruption. We also hope you will enjoy the carnival atmosphere of the day and depart brimming full of ideas and practical action points to take back to your firms.

DATE

Thursday, 1 June 2017

TIME

Registration: 12:15

Conference: 13:00 – 18:30

Cocktail reception: 18:30 – 21:00

VENUE

Hyatt Regency Hong Kong
18 Hanoi Road
Tsim Sha Tsui, Kowloon
Hong Kong



APSMSA thanks its 2017 Asia Conference Sponsors

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CONFERENCE PROGRAMME

12:15 – 13:00 Arrival & Registration (lunch provided)

13:00 – 13:10 Welcome & Introductions

13:10 – 14:00 Plenary 1: Understanding and applying Design Thinking

Hear from our panel of experts on: what is design thinking? How can it be relevant for professional services marketers? What processes can we apply successfully in our day to day environment?.

MODERATOR

Graham Seldon, Co-Founder, Seldon Rosser

PANELLISTS

- Ada Yuen, Design Research Consultant, CoolGranite
- Nelson McKey, Fintech Solutions Director, Sun Life Financial
- Nic Tinworth, UX & Digital Creative Director
- Steven Lau, Director of Holistic Customer Experience, ASANA

14:00 – 17:10

BREAKOUT SESSIONS

Select four sessions to attend

BREAKOUT 1

Is your Content Strategy a Chameleon?

ROOM: SALON 1

How are you personalising your business's content to create engagement with your future buyers? There has never been a more essential time for Marketers and Salespeople to craft creative content and to analyse their own business's core attributes. In this workshop we will be analysing how to achieve cut through via online and offline engagement channels, as well as linking industry challenges to your business's service solutions.

- Karen Powell, Managing Director, McCorkell & Associates

PLEASE REFER TO PAGE 6 FOR A FLOOR PLAN



BREAKOUT SESSIONS

BREAKOUT 2 Power in Negotiation

ROOM: SALON II

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? This exclusive session will examine how you can create and exercise power in times of change.

➤ Wai Lau, Director, Gap Partnership

BREAKOUT 3 Crisis Communications – The Cost of Not Saying Sorry

ROOM: SALON III

Using case studies and proprietary research, speakers from FTI Consulting will present an analysis of how different decisions made in response to a crisis can significantly impact the value lost for a business and the time taken to recover. The team will lead a discussion on how to align sometimes conflicting legal and communications advice to achieve the best reputational outcomes.

➤ Paul Marriott, Director, FTI Consulting

➤ Ann Hung, Senior Director, FTI Consulting

BREAKOUT 4 Sorting Hope from Hype: What to Make of New Media Technologies

ROOM: SALON IV

Virtual Reality, Mixed Reality and 360 video are rapidly developing technologies which could radically change the media landscape. How do we maximise the use of these platforms to enhance client engagement? In this session, we take a strategic look at how to assess these emergent technologies and learn to take advantage of its position on the adoption curve.

➤ Angela Cheung, Managing Director, APV

➤ Daniel Clarke, Executive Producer, Cloubhouse

BREAKOUT 5 Life's a Pitch

ROOM: SALON V

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? And then how do you structure your presentation and create pitch materials for success? This workshop provides a roadmap to winning.

➤ David Ketchum, CEO, Current Asia

CONTINUED NEXT PAGE

CONFERENCE PROGRAMME



BREAKOUT SESSIONS

BREAKOUT 6

Understanding Behaviours that Create Results

ROOM: BALLROOM

Are you as effective as you want to be? In this ever-changing, dynamic and challenging business world, it is vital to be self-aware and innovative in order to be effective. Through two activities, this experiential session will reveal your business mind-set and behaviours, and examine how to explore new possibilities.

➤ Xavier Pech, *Senior Partner, Asia Corporate Training*

17:20 – 18:10

Plenary 2: Keeping up with the Disruptors

Disruption is everywhere. How can we keep up with the current rate of change in the market, or even stay ahead of the curve? Hear from our panel of speakers on how they are approaching this challenge within their respective industries, and the steps they are taking to prepare for the business demands of the future.

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*

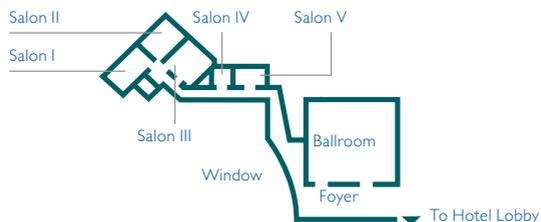
18:15 – 18:25

Closing remarks

18:30 – 21:00

Cocktail reception and prize draw in the Chin Chin Bar

Floor Plan
of Lobby Level,
HYATT REGENCY



SPEAKERS' BIOGRAPHIES



MELISSA BROWN is Head of Marketing for Telstra's global enterprise business, where she oversees marketing activities across Asia Pacific, Europe and the US. Prior to joining Telstra, Melissa served in management roles at Australian Business, an Australian-British business body, as well as Australian Associated Press, Continental Airlines and Thomas Cook.

Melissa holds an MBA and a Bachelor of Business degree from the University of Technology in Sydney.



ANGELA CHEUNG is Managing Director at APV, a creative agency helping multinationals across Asia-Pacific tell their brand stories through compelling content. Angela has headed regional production departments at Hong Kong Disneyland, Walt Disney Television Asia Pacific and Fremantle Asia.

She is a leader, video producer, writer and trainer.

Oh and she inadvertently published a book.



DANIEL CLARKE is Executive Producer at Clubhouse, APV. Since arriving in Hong Kong in 1994 as a Post Production specialist, Daniel has made documentaries, TV shows and commercials with a side order of animation, graphics and viral videos.

Now he leads Clubhouse, the experimental new division of APV. This team of digital natives acts as an 'Internal Start-up' designed to explore new ideas, new perspectives and new audiences.



ANN HUNG specialises in devising integrated communications strategies for B2B and B2C technology and financial services companies. She has more than 19 years of in-house and agency experience, working with companies to design and implement communications programmes comprising of traditional, social and digital media, corporate positioning, executive visibility and thought leadership programmes.

BIOGRAPHIES



DAVID KETCHUM leads Current Asia, a business solutions company that deploys marketing technologies and campaigns to maximise the value of companies' data and content.

As Chairman of the Digital + Direct Marketing Association Asia [D+D] he drives industry thought leadership and directs promotion and networking activities. Previously, he was President of Bite Asia Pacific, after the firm Upstream Asia he founded was acquired. He also served as SVP, Marketing and Communications for Calvin Klein Asia, and held senior positions with Burson-Marsteller and Hill and Knowlton internationally.

He's also the author of BIG M, little m Marketing: New Strategies for a New Asia.



WAI LAU joined the Gap Partnership in 2011 as the first consultant in the Asia practice. He is a multi-lingual, hands-on, operations professional with extensive project management and client-facing experience across industries, continents and cultures.

Wai has worked across a range of industries, including Oil & Gas where he led the negotiation strategy development process for a Fortune 50 MNC. He has worked within the FMCG/CGP sector developing strategic and tactical plans to support critical business tenders and defending against big asks from the market.

Wai has delivered advanced negotiation capability development programs and consultancy to CXO level clientele throughout Asia-Pacific.



STEVEN LAU has over 22 years' experience in Creative Direction, Digital Strategy, Branding/Digital Marketing and User Experience. He is passionate about creative innovation and technology. Steven is on a quest to change how corporates think about Design and Systems Thinking by highlighting the importance of storytelling in the customer journey life cycle.

Steven is currently the Director of Holistic Customer Experience of ASANA, the largest and most comprehensive health lifestyle platform in Hong Kong in the Anti-Aging Community industry

THANKS TO OUR SPEAKERS



PAUL MARRIOTT specialises in transaction and crisis communications, media and investor relations and government and regulatory engagement.

He has worked across developed and emerging markets for companies raising capital or acquiring assets internationally.

He is a qualified Chartered Accountant and has spent six years working in equity capital markets in London and Tokyo.



NELSON MCKEY has ten years' experience driving customer-led change through large financial services organisations across Asia Pacific, most recently as the Design Lead for AIA Group and currently, Head of Fintech for SunLife Asia.



BELLE MORTON leads KPMG China's Customer Advisory practice with 18 years' experience in industry and professional services, across developed and emerging markets predominantly in Asia Pacific.

Working with international clients across consumer, retail and financial services, her core focus is customer experience, sales, service and marketing transformation.

She holds a Master's degree in International Business and Finance and has served as a Board Director for a number of non-profit organisations.

SPEAKERS' BIOGRAPHIES



XAVIER PECH is a leading international hotel chain Senior Expert, performance-driven and seasoned professional, offering more than 25 years of effective management expertise and progressive leadership practices in various hotel operations across the globe.

Strong operations knowledge and experienced in leading diverse profit centers within highly competitive environments.

Known for expanding existing business and winning customer loyalty. Proven mastery in sales techniques and strategies for building a strong client base.

Visionary leader with extensive background in developing and leading teams that support strategic growth.



KAREN POWELL, Managing Director at McCorkell & Associates, is charged with driving regional strategic innovation that delivers pipeline for her customers.

Karen works closely with her team of 350 across the region to deliver 950 programs a year for over 100 multinational enterprises for brands such as VMware, SAP, Lexus, AMEX and IBM.

Karen encourages global enterprises to focus on authentic customer-centricity strategies supported by modern marketing principles to deliver on primary business objectives.



TITUS RAHIRI is a senior corporate and commercial lawyer with more than 15 years' experience in private practice and in-house in listed companies as well as a 'unicorn' start-up fintech and e-commerce company. Titus held a senior executive legal leadership role at Expedia Inc., and has led legal teams globally.

In 2013, he completed an Executive MBA in London where as part of a final business research project he explored 'Value Innovation in Law – the Legal Services Industry in Change' which was a catalyst for him venturing into his own legal start-up, KorumLegal.

THANKS TO OUR SPEAKERS



GRAHAM SELDON is a Founder and Director of Seldon Rosser, a recruitment consulting firm that specialises in the sourcing and placing of Business Development, Client Focused and Marketing executives for professional service firms across Asia.

Throughout his 20 year recruitment career he has been at the forefront of identifying the skills that professional service firms invest in and has helped over a thousand people navigate their career at all levels.



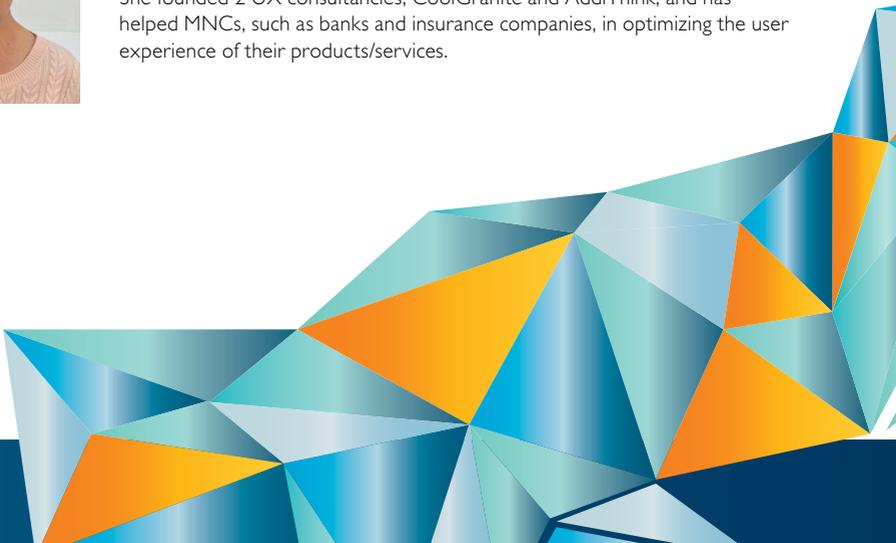
NIC TINWORTH has over 18 years of experience designing for the web and mobile, a career that has taken him from London to Denver, and now back to Hong Kong, where he grew up. Along the journey he has enjoyed building, mentoring and managing creative teams, helping to grow agency culture and business with his strategic and creative input.

As a design leader Nic likes to focus on building collaborative and creative cultures that designers can leverage to produce solutions that meet the business requirements, goals of the customer, and their own creative vision.



ADA YUEN has over a decade of comprehensive UX experience and with her background in strategy, design, and execution drives conversions and ROI for web-based and app experiences.

She founded 2 UX consultancies, CoolGranite and AddiThink, and has helped MNCs, such as banks and insurance companies, in optimizing the user experience of their products/services.



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PLATINUM SPONSOR Seldon Rosser

Seldon Rosser is an Asia-Pacific recruitment business founded on more than 20 years' experience. With a primary focus on professional services positions, we are recognised as leaders in your industry.

We have worked with most of the world's top 100 law firms, Big 4 accounting, global consulting, engineering and design firms in Beijing, Hong Kong, Singapore, Shanghai and Tokyo placing BD and Marketing professionals at all levels.

We regularly publish market insights and salary surveys and are seen as the "go to" agency by many firms when they are hiring talented staff. We take your career seriously; if you do too then make sure you talk to us before your next move.

www.seldonrosser.com



GOLD SPONSOR Conventus Law

Conventus Law is an online legal media platform with an Asia-Pacific focus on helping and making life easier for the legal community doing business in Asia.

At Conventus Law, we are passionate about two things.

We want to help businesses investing

in Asia turn legal challenges into business advantages and we want to make it easier for leading law firms to raise their profiles with the business and legal community.

www.conventuslaw.com



SILVER SPONSOR Asia Corporate Training (ACT)

Founded in 2002, ACT is a fast growing Consulting and Corporate Training company, based in Hong Kong with a regional presence in Asia. ACT provides creative and tailor-made solutions ranging from Team Building & Development, Organisational Development, Dealing with Change, Leadership & Management and Business Skills Development to Personal Development.

The foundation for all ACT work is based on the experiential approach to learning. The acronym for our company name, ACT, simply and powerfully represents our philosophy of taking ACTION: to learn about oneself and others around them; to understand how one's belief will lead to specific behaviours which will result in specific outcomes.

www.act-asia.com.hk

Baker McKenzie.

SILVER SPONSOR Baker McKenzie

Baker McKenzie has been present in Asia-Pacific for more than 50 years and has been a key adviser to Asia-Pacific's most established and respected companies, financial institutions and government organisations.

Our 1,000+ lawyers in 16 offices across major cities and Asia's emerging markets (including seven of the ASEAN economies) are locally qualified and globally experienced.

Globally, Baker McKenzie has 75 offices in 47 countries.

www.bakermckenzie.com



SILVER SPONSOR The Gap Partnership

The Gap Partnership is the global market leader in negotiation, with offices worldwide and over 500 corporate clients.

We provide our clients with total negotiation solutions include consulting, development programs and online services.

Our expert consultants have high level commercial experience and represent a diverse range of sectors.

www.thegappartnership.com/hk

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BRONZE SPONSOR McCorkell & Associates

McCorkell & Associates is the integrated agency of choice for the Technology and Financial Services Sector.

Our broad range of marketing and event services enables us to develop effective campaigns for our clients that go beyond common methodologies and achieve unrivalled results.

The agency offers an array of services, notably strategic planning, creative, content, events, marketing technology, social selling, data & digital solutions.

www.mccorkell.com.au



LUNCH SPONSOR Cedele

Launched in 1997, Cedele has become a diverse destination for delicious, nutritious food with outlets across the globe. Introduced to Hong Kong in 2013, our bakery-café, retail bakeries and bakery kitchens serve up classic comfort food with a creative twist, championing naturally healthy ingredients and time-honoured, artisan techniques.

Our principled approach means we never use trans fats or artificial ingredients, and we carefully select each and every ingredient for its

nutritional richness and exceptional flavour.

All our recipes are taste-tested and made from scratch each day, so you can enjoy food that is positively delicious!

<http://hk.cedelegroup.com>



EVENT MANAGEMENT cievents

Established in 1986, cievents is an award winning full-service event management agency with offices in London, Birmingham, Sydney, Melbourne, Brisbane, Perth, New York, Auckland, Hong Kong and Johannesburg.

As an event management agency with a full suite of services, we offer a seamless and dynamic solution from multidisciplinary teams with outstanding creative and meticulous attention to detail.

As a member of the Flight Centre Limited group we can ensure optimal negotiating strength worldwide through exceptional relationships with hotels, airlines, regional authorities and exhibition centres.

www.cievents.com/hk



VIDEO PRODUCTION SPONSOR Clubhouse

Clubhouse, a new division of APV, is

a digital and technology studio with a passion for innovation. We create and experiment to find new ways to tell the stories of the future.

Wherever the idea takes us - from a single shining pixel to a completely immersive interactive experience. Step into our lab and see what APV's feisty younger sibling has been building.

www.apv.asia



**COTTAGE
VINEYARDS**

Discover the wine world's best kept secrets

COCKTAIL RECEPTION Cottage Vineyards

Cottage Vineyards, established in 2006 by wine lover, Ada Leung, with the mission of "helping wine lovers discover the wine world's best kept secrets", is a wine merchant specialised in food-friendly, chef-friendly boutique wines from small- to medium-sized wineries passionate about producing wines.

Cottage Vineyards' services include wine-consulting, wine promotion, on-trade wine sales to hotels, restaurants, and clubs, direct sales to private customers, WSET courses, customised wine dinners, wine courses and other wine-related activities.

www.cottagevineyards.com



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DESIGN SPONSOR

Epigram

Epigram is a creative design agency based in the UK and Malaysia. For over two decades we have been working with some of the world's leading legal and accountancy firms.

Our service is shaped to meet your needs: creative, commercial, realistically priced and responsive. With offices in two hemispheres, we can help you achieve success 24/7.

www.epigram.co.uk



PHOTOGRAPHY SPONSOR

HK Photography Studio Limited

Located in the heart of Hong Kong in Central, we manage a full service photography studio, HK Photography Studio Limited. Living in Hong Kong where time is of essence, we can provide a convenient and efficient photography experience to all our customers.

As a full service commercial photography studio we work on public relations events, commercial fashion, advertising, editorial lifestyle, travel and tourism, and still life products. Being fully equipped with the latest technology in digital

photography lends confidence and ease of use to ensure a rapid turnaround for your project as well as unlimited creative liberty.

www.hongkongphotographer.hk



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Springboard Group

Our knowledge of new and emerging technologies and business models helps clients to find the right combination of strategy and tactics including branding, digital, media relations, creative, content and social outreach – from startup to corporate, through the critical milestones or events.

We bridge traditional and millennial thinking to drive new and innovative approaches backed up by sound analytics and evidence.

All this helps us look for the art of the possible.

www.springboard.group

GRANA

BAG AND PRIZE DRAW SPONSOR

Grana

Grana is a direct-to-consumer eCommerce fashion brand designing wardrobe essentials in-house, using the finest fabrics from around the world, available at honest prices.

www.grana.com

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The Airfare Experts

PRIZE DRAW SPONSOR

Flight Centre

Our highly trained and experienced consultants are dedicated to finding the best travel deal for any destination.

We offer a full range of services including flights, accommodation, car hire, travel insurance, visas, holiday packages and much more, including a complimentary business travel service for SMEs.

www.flightcentre.com.hk

multi-7 studio

PRIZE DRAW SPONSOR

multi-7 studio

Multi-7 Studio has been operating in Asia for more than 14 years.

We provide a wide array of creative and publishing services for the professional firms including law firms with offices in Hong Kong, China, Australia, Singapore, etc.

We specialise in corporate branding, design, desktop publishing, printing and project management.

We have assisted many international law firms with design and production of materials including newsletters, banners, brochures, corporate gifts, guidebooks and posters.

ABOUT



PRIZE DRAW SPONSOR Shore

Shore, Hong Kong's go-to premium location for exquisite in house dry-aged steaks boasts a grand 10,000 sq. ft. split venue featuring a lounge on the 3rd floor and a steak restaurant on the 4th floor of the L Place in the heart of the city, Central.

The combination of the two venues, named after the fringe of land at the edge of water offers an excellent opportunity to host everything from grand events to intimate gatherings in either the 'offshore' lounge or 'onshore' restaurant.

www.shore.com.hk



Asia-Pacific Professional Services Marketing Association

APSMA, or the Asia-Pacific Professional Services Marketing Association as it is officially known, is a not-for-profit association and the only industry body representing business development, marketing and communications professionals in the Asia-Pacific region working for professional service firms.

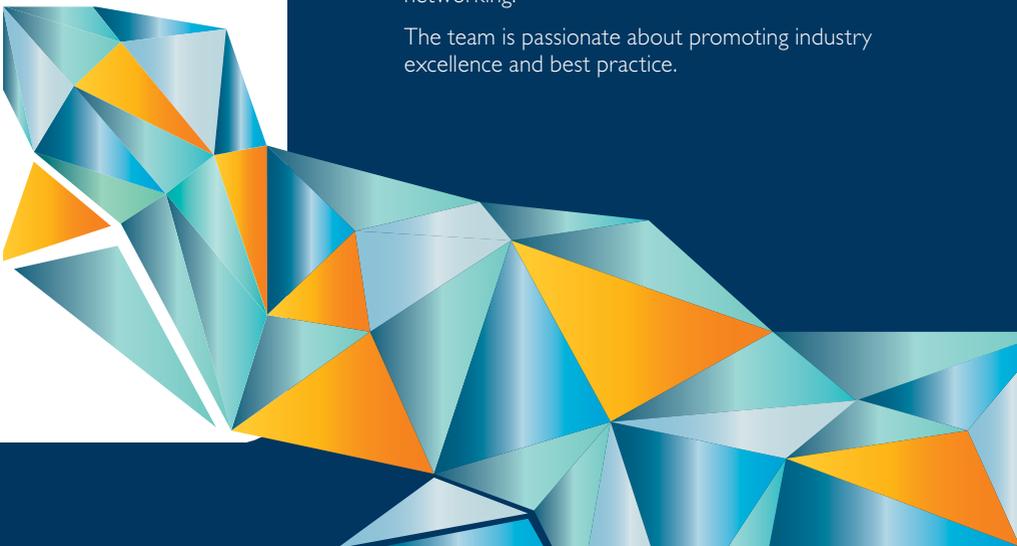
APSMA's origins started in Australia in 1993.

In 2006 APSMA launched two new chapters: Hong Kong and New Zealand. The Singapore chapter was launched in 2012, with its newest chapter, Shanghai, created in 2015.

VOLUNTARY NATURE

Each of APSMA's chapters are run by a team of marketing and business development professionals who volunteer their time to carefully plan, create and deliver an annual programme of workshops and seminars about topical subject matter, and host various social events to enhance networking.

The team is passionate about promoting industry excellence and best practice.



AP SMA Hong Kong Committee Members

A special thanks goes to all the AP SMA Hong Kong Committee Members, who dedicated hundreds of hours over the past year to deliver today's fifth annual conference.



Alex Grell
President, AP SMA
Asia-Pacific Pursuits Leader
EY



Alex Tangkilisan
Marketing Manager
Fitzgerald Lawyers



Andrew Gerrard
Asia-Pacific Managing Director
Marketing and Business Development
FTI Consulting



Anthony Nichola
Senior Manager
Business Development & Marketing - Asia
White & Case



Belinda Esterhammer
Director
Springboard Group



Boie Ho
Business Development Manager
Stephenson Harwood



Bronwen Smith
Business Development Manager
Engel & Völkers



Chris Cowley
National Markets Director
Markets
KPMG



Crystal Lo
Research and Directories Manager
Asia Pacific
Herbert Smith Freehills



Dan Healy
Head of Business Development APAC
CBRE



Gaby Brandon-King
Vice-Chair, AP SMA Hong Kong
Senior Marketing Manager
Deacons



Gemma Lau
Business Development Manager
KPMG



Grace Lau
Co-Chair, AP SMA Hong Kong
Senior Business Development Manager
PricewaterhouseCoopers



Jeannie Leung



Nick Moore
Co-Chair, AP SMA Hong Kong
Senior Business Development Manager -
North Asia, Clyde & Co.



Tamara Kirshbaum
Marketing Executive
Maples and Calder



Treena Nairne
Asia-Pacific Leadership Development Leader
EY

