



A CLIENT  
EXPERIENCE EVENT

TEAM LEWIS

## PROGRAMME AGENDA

12:00 - 12:15 AEDT	9:00 - 9:15 SGT	<b>WELCOME ADDRESS</b> <u>The Multi-Moment Audience, Keso Kendall,</u> <u>Head of Regional Strategic accounts, APAC, TEAM LEWIS</u>		
12:15 - 13:00 AEDT	9:15 - 10:00 SGT	<b>MONOTONY SESSION</b> <u>Getting Creative with</u> <u>Content Marketing   Mark</u> <u>Tay, Head of Content, TEAM</u> <u>LEWIS</u>	<b>MOOD SESSION</b> <u>Emotion &amp; AI   Inez Faiz,</u> <u>Customer Success Director &amp;</u> <u>Tyler Tai, Account Executive,</u> <u>Brandwatch</u>	<b>MOTIVATORS SESSION</b> <u>Marketing for the Greater Good  </u> <u>Reuben Yuvaraj, Associate</u> <u>Director, TEAM LEWIS Malaysia &amp;</u> <u>Gladys Goh, Deputy President,</u> <u>Nippon Paint Marine</u>
13:00 - 13:10 AEDT	10:00 - 10:10 SGT	<b>SCREEN BREAK</b>		
13:10 - 14:10 AEDT	10:10 - 11:10 SGT	<b>KEYNOTE SESSION</b> <u>Driving Engagement through Gamification   Wayne Kennedy,</u> <u>Co-founder &amp; Chief Product Officer, Goama</u>		
14:10 - 14:55 AEDT	11:10 - 11:55 SGT	<b>MONOTONY SESSION</b> <u>Creating Immersive Brand</u> <u>Experiences   Danny Wong, Head of</u> <u>Growth &amp; Acceleration, TEAM</u> <u>LEWIS, David webster, SIXIÈME SON</u> <u>&amp; Florent Adam, The Carrot</u> <u>Collective</u>	<b>MOOD SESSION</b> <u>Multi-sensory Storytelling  </u> <u>Smitha Virik, Head of</u> <u>Technology, APAC</u> <u>TEAM LEWIS</u>	<b>MOTIVATORS SESSION</b> <u>Building Authentic and</u> <u>Reliable Brands   Thomas</u> <u>Skelton, Director, Corporate</u> <u>Strategy, APAC,</u> <u>TEAM LEWIS</u>
14:55 - 15:05 AEDT	11:55 - 12:05 SGT	<b>SCREEN BREAK</b>		
15:05 - 16:05 AEDT	12:05 - 13:05 SGT	<b>FIRESIDE CHAT</b> <u>Connecting the Dots - Sarah Lian, Founder of Suppagood, Michala Sabnani, Executive Director, Morning</u> <u>Studio at SCMP, &amp; Jessie Lin, Head of Digital Marketing, Stockspot</u>		