

The background features a dark blue gradient with a starry space pattern. On the left side, there are several technical diagrams, including circular gauges with scales and arrows, and circular paths with arrows indicating direction. The text is centered in the middle of the image.

**TMRRW BIZ SCHOOL**  
ADFEST



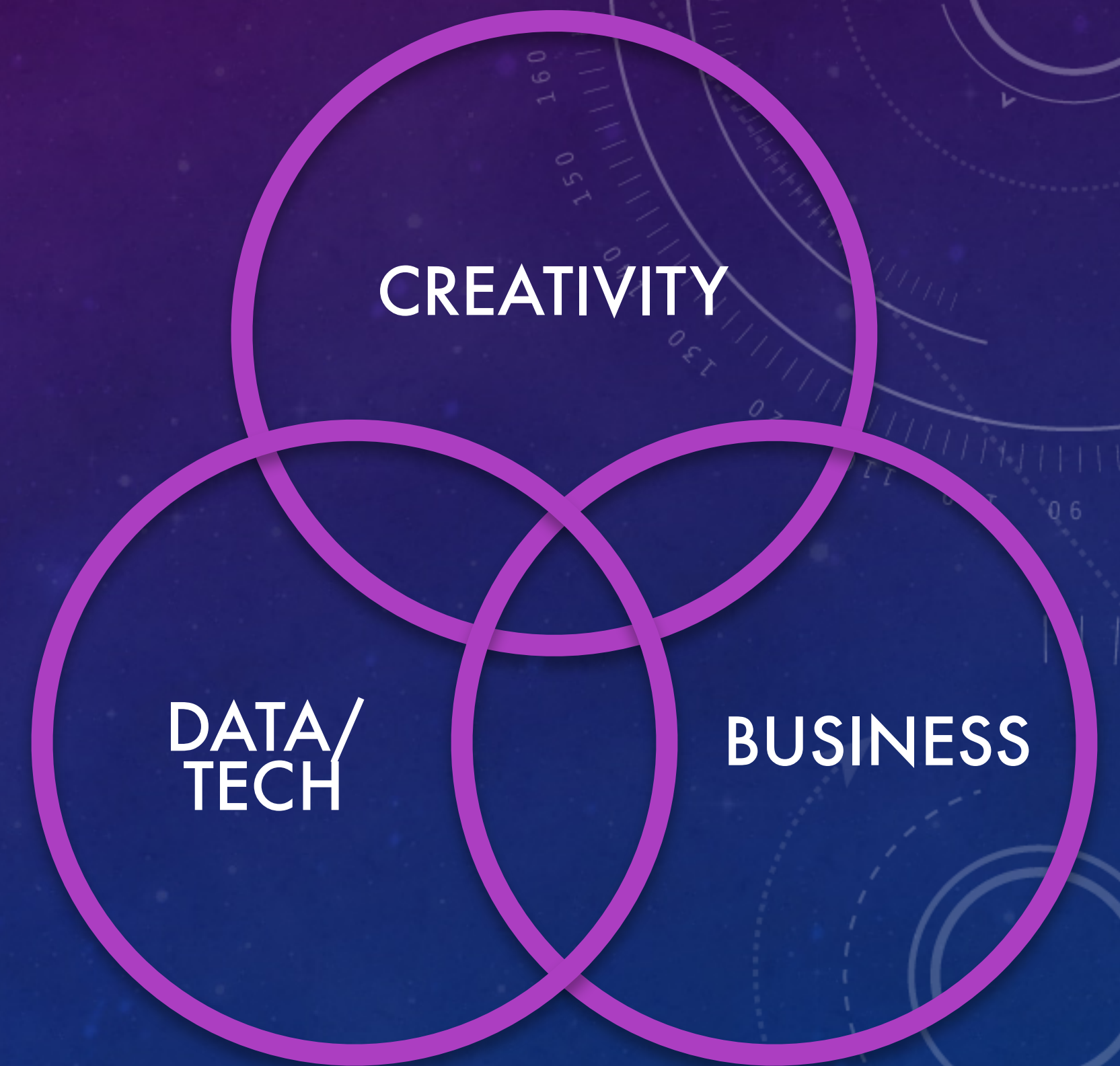
# BACKGROUND

- According to a recent survey of 1,500 chief executives conducted by IBM's Institute for Business Value, CEOs identify "creativity" as the most important leadership competency for the successful enterprise of the future.
- Fortune 500 companies are using creativity to solve problem business challenges, which is why many Fortune 100 companies place creativity as their number one priority.
- Creativity is used as strategic leverage to form a competitive edge over your competition in any corporate or small start-ups.



# A NEW TYPE OF SCHOOL FOR A NEW GENERATION OF THINKERS

- Many education programs teach you just about digital technology using data, other schools are better at creative brand ideas, while many teaches leadership. But no school combines it all and integrates it seamlessly to create an educational experience like never before.
- ADFEST's DNA is all about Creativity. TMRRW BIZ SCHOOL is a creative business school designed to educate and inspire marketers to think creativity by building their careers for the future. It's been conceived to transform knowledgeable experiences that go beyond the classroom. By learning from award-winning industry experts from their specialised field in creativity, data/technology and business.





# FOR CLIENTS WHO WANT TO SUCCEED IN TODAY'S DISRUPTIVE LANDSCAPE

- This school is specially designed for clients who want their marketers to learn how to think both strategically and tactically using creativity. Those who want to upgrade and future proof their career.
- Participants will learn new creative and marketing skill using Data/Tech to support their organisation marketing department. By working more effectively/efficiently with today's tools to achieve outstanding results.
- They will learn a set of multi-diverse skills to rise above the ranks and be future ready. Created to respond directly to both today's needs and tomorrow's challenges in an ever changing fast paced marketplace by learning and applying the essential tools, techniques and process of innovation.
- They will learn real-life case studies from leading experts as they share their inspiring content and how they solved business challenges thru creativity. They will also be task and challenges to accelerate their progress at the end of the program to test their skills against each other to maximise their knowledge
- Every marketer will leave the school with greater competency with practical techniques and tactics that they can apply soon after.



# TODAY'S GENERATION INSPIRING TOMORROW'S GENERATION

TMRRW BIZ SCHOOL brings together a collective group of industry experts in their field to inspire the next generation of marketers to solve business challenges for brands and organisation.

We have recruited a team of creative, data and digital experts to share their tactics and techniques.

All lecturers have been handpicked according to their industry expertise. From cutting-edge digital experts to successful CMOs from blue-chip brands and leading business influencers, they will present real-life case studies that show different ways of solving real business challenges through creativity.

**TMRRW BIZ SCHOOL**  
ADFEST



# TMRRW BIZ SCHOOL

## ADFEST

# PRINCIPAL



Tay Guan Hin  
Founder & Global CCO  
TGH Collective Pte Ltd  
Former JWT SEA, Regional ECD  
Global ECD Unilever

Tay Guan Hin is the Founder of TGH Collective and the Creative Change Catalyst of the APAC Global Advisory. He has helped Shell, Johnson & Johnson, Abbott, P&G, HSBC, Unilever, and other global brands improve market share and solve business challenges. He operates well within this complexity always matching flawless execution with inspiring creative ideas, staying true to the DNA of the brand. Guan is the true collaborator, a profound alchemist of creative success in a team working in the most creative agency worldwide networks, like JWT, Saatchi & Saatchi and Leo Burnett.

Guan's role continues to evolve: delivering insightful creativity that builds on digital and innovative engagement to increase brand preference. He has been fortunate enough to be recognized in Cannes Lions as a Jury President, D&AD Foreman, One Show Judge, Head of Jury Asia Pacific Effies, creative innovator, and a tank mechanic. As a thought leader, he is a sought-after keynote speaker in many global and regional conventions including Spikes Asia, One Show China, Brand Fest, ADFEST, Brand Forum, Ad Stars, and Cannes Lions.

Guan devotes the same passion that goes into his work by mentoring young talents. Setting up the first student awards in Singapore called the Crowbar Student Awards and also hosted the Young Lotus wksp for two years in a row.



# TMRRW BIZ SCHOOL

ADFEST

# LECTURERS



Anthony James  
Executive Director  
Trinity Consulting Services  
Sydney



Christine Wang  
General Manager, E-Commerce  
Publicis China  
Shanghai



Mitsuyuki Nakamura  
Global President  
dentsu X  
London



Natalie Lam  
International Executive Creative Director  
New York



Richard Lee  
Former Chief Marketing Officer of PepsiCo &  
Master Hong Greater China &  
Co-Founder & Chairman of Frontier Communications  
Shanghai



Pinit Chantaprteep  
Vice President, Global Branding  
Double A (1991) Public Company  
Bangkok



Jax Jung  
Global Creative Director  
Cheil Worldwide  
Seoul



Shagorika Heryani  
Head of Strategy MENA  
Grey Group MENA  
Dubai





Anthony James  
Executive Director  
Trinity Consulting Services  
Sydney

2018 LinkedIn #1 Power Profile - Marketing & Advertising  
2018 LinkedIn Top Voice - Australia  
2016 LinkedIn's most influential voice amongst media agencies in Asia Pacific

Anthony J James (better known as AJ) is an innovative and creative business solutions leader, with a strong focus on idea generation, commercialisation and growth. His experience in the digital innovation field spans over a quarter of a century for both marketing agencies, technology companies, start-ups and management consulting firms.

Anthony received industry recognition from LinkedIn, as the Highest Profile Marketing & Advertising Executive in Australia in 2018 as well as the Most Influential Thought Leader Amongst Media Agencies in the Asia-Pacific region for his work in innovation, digital transformation, consumer engagement and disruptive growth strategies.

With considerable Asia Pacific and Global experience, he has unique insights into digital solutions, future-technologies and strategies that engage consumers and solve big business problems across markets and cultures. He continues to speak as a thought leader and technology-evangelist to business leaders around world.

His full profile and work can be found on LinkedIn: <https://www.linkedin.com/in/ajjames/>





Christine Wang  
General Manager, E-Commerce  
Publicis China  
Shanghai

Christine Wang is the General Manager of eCommerce for Greater China at Publicis. She is based in the Shanghai office.

Christine has over 15 years of years of experience working, managing, and leading all over the world, across vastly different countries, continents, and consumer preferences. She is bilingual in English and Chinese.

Before joining Publicis, Christine Wang held multiple leadership roles. She was COO and GM of a leading eCommerce & Digital agency at which she was also a partner. In those roles, she was in charge of operations and finance management for over 10 years while also acting as an Account Director and Head Strategist for the agency's major multinational clients.

Over her 15 years of experience, Christine has developed a core set of skills in Digital and eCommerce and relationships with major Chinese marketplaces & eTailers, she has used her expertise to launch and run eCommerce activities for 20 brands in the last five years alone.

She has a deep understanding of the eMarketplace ecosystem, digital marketing and eCommerce operations from her extensive research and experience. She has used her knowledge to help clients achieve successes in the Chinese eCommerce landscape. She has been leading eCommerce initiatives and creativity for few major brands such as Nestle Infant Nutrition, P&G Haircare, P&G Pampers, Bayer etc. For example, under Christine management, few Nestle brands have seen a major sales increase (over 100% growth YOY) during the main eCommerce shopping festivals (6.18, 11.11, etc..), Chilean Cherries sold over 72 000 Tons on eCommerce (2/3 of the total market size). She also maintains cordial relationships, not simple partnerships, with key industry leaders, like Alibaba, and JD.com, to ensure that her insights are more than conjecture and that her skills stay sharp.

Christine earned an EMBA from China Europe International Business School (CEIBS) and a Bachelor of Engineering from East China University of Science and Technology.



## ADFEST



Mitsuyuki Nakamura  
Global President  
dentsu X  
London

Mitsuyuki Nakamura was appointed as Global President of dentsu X and Managing Director of the Global Business Center of Dentsu Inc. in July 2017. He is strongly committed to driving the growth as well as capabilities of the dentsu X network, and is responsible for its success and expansion from Asia to Europe and the Americas. Indeed, Nakamura led dentsu X to expand its footprint from 27 to 59 offices within a single year.

Nakamura joined Dentsu Inc. in 1990, and has dedicated 29 years of his life to its media business, cross-cultural organization management, and globalization. In 2010, having established a successful business model for TV media and entertainment content as a buyer, planner and producer, he was appointed as CEO of dentsu X Thailand (formerly Dentsu media Thailand).

Under Nakamura's tenure, dentsu X Thailand accelerated its service diversity to deliver integrated solutions alongside transforming from a traditional media agency into a full-service agency. He oversaw a threefold growth in business size, climbed the agency rankings, built a reputation for great work, and was recipient of unprecedented awards and recognition – chief of which was the 'quad crown': Media Agency of the Year, Digital Agency of the Year, Creative Agency of the Year, and Integrated Agency of the Year. This was an historical first in the agency world, and definitive proof that there are no boundaries between media, digital and creative. Nakamura was also named Jury President of Media Lotus and the inaugural Branded Content & Entertainment Lotus category in 2015. It is widely evidenced that Nakamura's leadership has been a strong force behind the company's ascension to the top tiers of the market.

In recognition of his many years of achievements, Nakamura was promoted to President for Southeast Asia of dentsu X in June 2014, and elevated to Managing Director for APAC of dentsu X in 2016. In short, he played two key roles in the operations of dentsu X – one in growing the business of dentsu X Thailand as CEO, and another as consolidating dentsu X, notably in the APAC region and around the globe. His dynamic business thinking boosted expansion of renowned continental agencies onto the global stage, and extended their footprint to Europe and the Americas.

His core strengths are consolidating data, insights, content, media services and creative into a single integrated solution to deliver the best-in-class holistic communicative approach. This distinctive and compelling model has earned dentsu X the reputation of being one of the top media and communications agencies. Nakamura is highly motivated to go beyond industry norms as well as break away from media agency stereotypes by offering tightly integrated one-stop solutions.





Natalie Lam  
International Executive Creative Director  
New York

Natalie Lam is an International Creative Leader, seasoned in creating 360 ideas for some of the world's biggest brands, and leading creative departments for innovative creative agencies.

Originally from Hong Kong, now based in NY since the early 90s and before the internet was born, Natalie started as a Print Designer and made her way into the integrated advertising world. She was Executive Creative Director for agencies such as OgilvyOne, R/GA, McCann Erickson, Razorfish and Google's inhouse agency Art, Copy & Code, leading the growth of creative departments and was fortunate enough to work with some of the world's most iconic brands including Nike, Spotify, Adidas, Cadillac, IKEA. She was part of the original small crew that created Nike+. Her work won her top awards in Cannes, D&AD, The One Show, Clio, ADC, Clis and she was a frequent judge in said competitions.

In 2015, after two decades in advertising, Natalie took a break to start an electronic music and DJ school The Foxgrove, aiming to give music-loving New Yorkers with zero music making experience, a fun, new creative afterwork hobby. It was featured in Rolling Stone, Fast Company, Time Out NY, and The New York Observer. The addition of a recording studio saw the creation of Azealia Bank's Mixtape Slay-Z and collaborations with Richard Fortus, the lead guitarist of Guns N Roses.





Richard Lee  
Former Chief Marketing Officer of PepsiCo & Master Hong Greater China &  
Co-Founder & Chairman of Frontier Communications  
Shanghai

Marketing is the art of beautiful storytelling and consumers as valued audience “to be entertained, provoked and inspired”

Richard Lee is regarded by many as a brand marketing maverick who helmed PepsiCo China for almost two decades. He has shaped the most exciting entertainers in each era and has guided brand campaigns that continue to stand on the forefront of entertainment and content marketing, such as the establishment of China’s first major pop music billboard chart (Pepsi Music Chart) and the collaboration with Chinese e-commerce giant TMall in the groundbreaking creation of PepsiTMall.com. The magnum opus born of his vision was the multi year extravaganza brand IP “Bring Happiness Home”. Over the past 8 years, the content has been viewed more than any other advertising campaigns in China.

His remarkable career with PepsiCo included assuming the dual role of CMO at PepsiCo and China’s largest beverage company Tingyi Asahi Beverages as a result of strategic alliance formed between the two companies. Richard graduated from University of California Berkeley and holds an MBA from the Harvard Business School. He was named by Ad Age as once of its Top 10 global players in 2005.

Since leaving PepsiCo in 2017, Richard was China Chairman of entertainment LiveNation and cofounded Frontier Communications that support brands in developing branded entertainment.





Pinit Chantaprateep  
Vice President, Global Branding  
Double A (1991) Public Company  
Bangkok

Pinit was the Chief Creative Officer at J. Walter Thompson Bangkok for over seventeen years. During his tenure, despite the devastating economic downturn in Thailand, Pinit's gentle but firm leadership had propelled the Agency from virtually nowhere to become the top creative hot-shop in Thailand. The continuous successes had put JWT Bangkok on No.11 in ranking as the Most Awarded Agency in the World by Gunn Report in 2003. With a series of stellar performance at local and international award shows for Chiclets, Viagra, Orange, Ford Ranger, Nippon Paint, Double A Paper, Top Charoen Optical, Muang Thai Assurance, and Oriental Princess, Pinit was awarded Creative of the Year in Asia Pacific by Media Magazine in the same year.

Pinit is a major driving force for the Thai advertising industry as a whole, having given far more than his fair share of time, effort and energy as an active committee member of both the Bangkok Art Directors' Association (B.A.D) and Adman Awards & Symposium, he was elected to be Chairman of B.A.D in 2000. Pinit has been judging in regional and international award shows including D&AD, Clio, LIAA, ADC Awards, One Show, ADFEST, Spikes Asia, and HK4As Kam Fan Awards.

Pinit has joined Double A Paper in 2012, as a Consultant is his new journey. Double A Paper's business has grown rapidly internationally since then. Their products are sold in more than 130 countries worldwide.

Pinit's role is to strengthen the brand personality and lead it into a more relevant and modern lifestyle, at the same time, keep the brand being creative and innovative.

During his spare times, Pinit likes to collect Japanese comic books and draw manga.





Jax Jung  
Global Creative Director  
Cheil Worldwide  
Seoul

Jax is a Global Creative Director working on Samsung Electronics in Seoul, Korea. Prior to Cheil, she worked at Ogilvy New York and Publicis New York and has been successful in working for a number of Fortune 500 companies while she was there. Her clients included: Motorola, Kodak, Feeding America, Dove, Stolichnaya, Louis Vuitton, Puerto Rico Tourism Board, Global Minute Maid, Dasani, IKEA, Citizen's Bank, AVON, Gap and Citibank.

Jax is curious how technology meets with advertising and continues to develop new ideas that challenges the norm. Jax is interested in making content on new media channels. Her recent two awarded campaigns was to develop a mobile gaming application to help autistic children to make eye contact for better communication (Samsung's "Look at Me" campaign), and VR experiences (Samsung's "BeFearless" campaign), to help millennials with the fear of public speaking and fear of public heights to overcome their fears.

Her works have been honored at Cannes, OneShow, D&AD, Clio Awards, New York Festival, London Award Show, Spikes Asia, ADFEST, iF Design Awards, Ad Stars, Korea Advertising Festival and many more.

She was ranked as one of Korea's Most Creative in 2018 and most recently, sat as a jury for Spikes Asia 2018 in Singapore for the Glass Awards and Film Craft categories. She was also invited as a guest speaker to ADFEST 2018 to give a session on "Tech your new BFF."





Shagorika Heryani  
Head of Strategy MENA  
Grey Group MENA  
Dubai

Shagorika is an experienced brand strategist and marketer with a career spanning 15 years in marketing and leadership roles – straddling product and service categories, geographies, and diverse consumer sets. She brings multi-disciplinary experience covering strategic communications, advertising social media, content, and events.

As Head of Strategy for Grey MENA, Shagorika helps brands invigorate their businesses and drive leadership by maximizing their digital-first marketing ecosystem, directly impacting purchase, brand reputation and loyalty. She leads Grey's efforts to deliver famously effective strategies that sit at the intersection of cultural behaviour, consumer motivation, and technology.

In her current role, she works with a broad portfolio of brands which include Glaxo SmithKline, Pantene, Downy, Pringles, UAE Ministry of Health, Qatar Development Bank, among others.

Shagorika's worked across brand marketing, consulting and agency roles globally, including spearheading digital and social media for Airtel, the world's third largest telco. In previous roles she's led multiple strategic brand initiatives for companies in India, Indonesia and the US markets. Shagorika and her teams have been consistently recognized for their work winning multiple Gold Effies and awards at Goafest.

In 2015, Shagorika was awarded as 'India's most influential digital media professional' and speaks frequently at marketing and digital conferences globally. She is a mentor and writer at Sheroes, the world's largest career ecosystem for women.



# TMRRW BIZ SCHOOL

# AGENDA

## ADFEST

### DAY 1: WEDNESDAY 20 MARCH 2019

09.30 – 10.25 **Welcome and Opening:** Jimmy Lam, President, ADFEST

**Course Introduction / Participants Self Introduction / Team Grouping:** Guan Hin Tay: Principal, TMRRW Biz School

### 10.30 – 11.25 **HOW TO BUILD YOUR PERSONAL AND PROFESSIONAL BRAND ON LinkedIn**

Anthony James, Executive Director at Trinity Consulting Services (Sydney, Australia)

Whether you are a new grad coming out of design school, a seasoned planner, or the General Manager of a global agency, LinkedIn can be a powerful platform for your personal brand as well as for your clients' brands.

This session will help you create more opportunities and present yourself powerfully on LinkedIn.

At the end of the session you will have the tools to build a profile that increases your visibility, that helps you get found for big opportunities, and that makes you someone that other people want to have in their professional networks.

This is designed to be an interactive session - participants should be prepared to ask questions to unlock all the secrets they have wanted to know about LinkedIn.

### 11.30 – 12.25 **WHAT DROVE THE 375 BILLION RMB SALES IN ONE DAY**

Christine Wang, General Manager, E-Commerce of Publics China (Shanghai, China)

To help audience understand the China eCommerce environment and how brands make good use of eCommerce eco-system to cascade brand communication and drive sales. Double 11, being the highlight of the eCommerce practice, aggregated all the efforts from both platform and brands to cultivate a new way of shopping.



# TMRRW BIZ SCHOOL

ADFEST

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## DAY 2: THURSDAY 21 MARCH 2019

9.30 – 10.25 (SESSION DETAILS TO BE ANNOUNCED)

Shagorika Heryani, Head of Strategy MENA, Grey Group MENA (Dubai, UAE)

10.30 – 11.25 **HUMANITECH**

Jax Jung, Global Creative Director, Cheil Worldwide (Seoul, South Korea)

Technology is often seen as modern and cold. There are many talks about the ethics of technology and discussions about technology killing any human interactions for the future. As this can be the case in certain situations, when brands tackle this topic as a good corporate citizen and provides solutions that humanizes technology, we begin to wonder what the endless possibilities are and the social responsibilities as creatives. The course will cover a few solutions from leading brands such as Samsung to help evolve humanity in tech.

11.30 – 12.25 **THE 7Es OF MARKETING**

Richard Lee, Former Chief Marketing Officer of PepsiCo & Master Hong Greater China & Co-Founder & Chairman of Frontier Communications (Shanghai, China)

How we built Pepsi as no 1 Cola brand in China through aspirational brand centrism and 7E framework which entails emotional power, entertainment value, brand evangelism, omnipresent exposure, collaborative engagement, investment effectiveness and energized team I will show how we built Pepsi as no 1 Cola brand in China through aspirational brand centrism and 7E framework which entails emotional power, entertainment value, brand evangelism, omnipresent exposure, collaborative engagement, investment effectiveness and energized team.



# TMRRW BIZ SCHOOL

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## DAY 3: FRIDAY 22 MARCH 2019

09.30 - 10.25 **THE VALUE OF CREATIVITY, PAST, PRESENT AND FUTURE**

Natalie Lam, International Creative Director (New York, USA)

In this day and age, every marketer wants ideas that are fast, cheap, scaleable and produce results. What traditional creatives deem as great ideas sometimes don't match marketers' needs. Having worked on the agency side, started my own business and worked on the brand side, I understand the different priorities from all the perspectives.

In this session, I'll share some of my work and my journey as an international creative, then I'll open the forum for marketers to discuss if they see value for their brands and businesses in the ideas and craftsmanship, and how creatives + clients can partner together to create the best work that meets all the needs.

10.30 - 11.25 **STAY OBSESSIVE**

Pinit Chantaprateep, Vice President, Global Branding of Double A (1991) Public Company (Bangkok, Thailand)

Stay Obsessive.

Whatever you do, it's important to do it with passion.

If you continue your passion, it turns into an obsession.

We need to stay obsessive to transform today's brands for tomorrow's world. By staying obsessive, we can harness the power of creativity to empower brands with insightful data and technology that unleash wonderful brand stories. Double-A has now become one of the most creative and successful paper brands in the world by consistently using creativity as its core value.

11.30 - 12.25 **WHAT WOULD BE A BRIEF-FOR-TOMORROW TO BUILD A FORWARD-LOOKING PARTNERSHIP WITH YOUR AGENCIES**

Mitsuyuki Nakamura, Global President, dentsu X (London, UK)

In a chaotic and noisy world, brands can only matter by building valuable experiences for consumers, beyond simple media exposure. So, we, dentsu X, believe in experiences beyond exposure. To build strong experiences, a brief should be updated from the way it was. I will share my thought from a media agency POV.



# TMRRW BIZ SCHOOL

ADFEST

# AGENDA

## DAY 4: SATURDAY 23 MARCH 2019

09.30 – 10.45 **Course Review / Team Presentations**

11.00 – 12.25 **Critiques / Certificates Presentation**

### **Closing**

Guan Hin Tay: Principal, TMRRW Biz School

Vinit Suraphongchai: Chairman, ADFEST



# TMRRW BIZ SCHOOL

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**ENROLMENT IS FREE!**

But space is limited only to **FIRST 50** participants.

ADFEST's TMRRW Biz School runs from 20th March to 23rd March 2019.  
The school is open to registered delegates of ADFEST 2019 who work client-side.  
Contact [Betty@ADFEST.com](mailto:Betty@ADFEST.com) for more information.

ADFEST 2019 also runs from 20th March to 23rd March at PEACH, Royal Cliff Hotels Group,  
Pattaya, Thailand with the theme 'TMRRW.TDAY'.  
For the latest news and program announcements, visit [www.ADFEST.com](http://www.ADFEST.com)