



SPBA 2014 BRANDING SEMINAR PROGRAMME HIGHLIGHTS

DATE: TUESDAY, 15 APRIL 2014
TIME: 9.00AM – 4.00PM
VENUE: SINGAPORE PRESS HOLDINGS AUDITORIUM @ LEVEL 1
1000 TOA PAYOH NORTH, NEWS CENTRE
SINGAPORE 318994

TIME	EVENT
9.00am	Registration & Networking
9.30am	Welcome Address by Ms Chew Lee Ching Chairman, SPBA 2014 Organising Committee
9:40am	Keynote Address by Maybank
10.10am	Protecting your Brand Identity through Intellectual Property Ms Audrey Yap, Managing Partner, Yusarn Audrey
10.50am	Gaining Competitive Edge Through Innovative Branding Strategies Associate Professor Hooi Den Huan, Director, Nanyang Technopreneurship Center Nanyang Technological University (NTU)
11.30am	Panel Discussion: How to Embark on a Successful Branding Journey Moderated by Ms Audrey Yap, Advisor, SPBA 2014 Organising Committee Panellists: Mr Fu Siang Jeen, Managing Director, Wen Ken Group Mr Melvin Tan, Chief Executive Officer, Cyclelect Group of Companies
12.10pm	Presentation of Tokens of Appreciation
12.20pm	Lunch + Business Advisory Session
1.20pm	Branding Locally vs Branding Overseas Mr Adrin Loi, Executive Chairman, Ya Kun International Pte Ltd
2.00pm	Why Branding Is Not Like Buying 4D Mr Geoff Tan, Head of Strategic Marketing, Singapore Press Holdings
2.40pm	Presentation of Tokens of Appreciation
2.50pm	The Art and The Craft of a Meaningful Branding Proposal Mr Mohit Gopaldas, Managing Director, Identity Counsel Pte Ltd
4.00pm	End of Event

Note: The programme highlights may be subject to change.

CO-ORGANISERS



OFFICIAL BANK



SUPPORTING ORGANISATIONS

