

# IBM LeadershipConnect

## Driving Transformation for Greater Value

### Marketing

## Agenda

08.00am - 09.00am	Registration and Morning Refreshment
09.00am - 09.15am	Welcome Speech
09.15am - 10.00am	<b>Keynote:</b> The Future Practice of Marketing - Shaping our Belief
10.00am - 10.45am	Understanding Each Customer as an Individual
10.45am - 11.00am	<b>Morning Break</b>
11.00am - 11.40am	Creating Value at Every Touch
11.40am - 12.20pm	Being an Authentic Brand and Culture
12.20pm - 12.30pm	Wrap up - Discussion
12.30pm - 1.30pm	<b>Lunch and Networking</b>