

IBM LeadershipConnect

Driving Transformation for Greater Value

Marketing

Agenda- Marketing with Jakarta CMO Club

THEME : New rules of engagement for today's empowered customers.

08.00am - 09.00am Registration and Morning Refreshment

09.00am - 09.15am Welcome Speech

09.15am - 10.00am **Keynote:**
The Future Practice of Marketing - Shaping our Belief

10.00am - 10.45am Understanding Each Customer as an Individual

10.45am - 11.00am **Morning Break**

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 **Lunch and Networking**