

campaign  
**MediaWorks**  
22-25 May, Bangkok Thailand

**EMPOWERING APAC'S  
FUTURE MEDIA LEADERS**

**REAL TRAINING  
IN REAL TIME  
FOR THE REAL WORLD**

#MediaWorksXIV  
[www.mediaworks.asia](http://www.mediaworks.asia)



Host Partners



 theTradeDesk

Supporting Partner

**facebook**

# Roadmap to the finals

## FINAL ROUND 24 MAY

### The Finals

All scores will be reset. Winners will be announced on 25 May.

## PRESENTATION ROUND 25 MAY

### Presentation Round

Each strategy presentation will be evaluated on the insights, strategy, actionable ideas and presentation. The top 3 teams will go into the final round.

## Course Information

### Objective

The overall objective of MediaWorks is to develop world class skills and techniques by encouraging participant syndicate teams to open their minds in constructing and presenting the solution for the clients' brief. The response to the brief must be cohesive, articulated well and presented in a manner that delivers a unique solution(s) to the brief.

You are being asked to think holistically, strategically and creatively from a business and marketing perspective as well as from a communications and media standpoint.

You are asked to demonstrate an understanding of the brand and the brief, the business and marketing challenges/opportunities, the target audience(s) and a clear, concise plan of action that will ultimately deliver the client's objectives.

The focus is on insights, strategy and actionable ideas effectively communicated in a compelling and persuasive way. These are the criteria against which each syndicate team will be evaluated.

### Team Mentors

Each team will have a mentor, an industry expert who will be on hand to guide each team with their thinking and preparations. Their role will be purely advisory. Mentors will be present at their team's presentation in order to provide crucial feedback to their teams, however they are not permitted to be involved in the presentation itself in any way.

# Course Information

## Presentation Round

The presentations will be delivered by each syndicate team at a pre-allotted time in the afternoon of Day 3 to an independent panel of judges (exact venues and timings will be confirmed to each group that morning). All teams will be given EXACTLY 30 minutes including a mandatory 10-minute Q&A to present their pitch. To be clear, you will get to present for maximum of 20 minutes plus 10 minutes for questions. Teams must submit the soft copy of their final presentation strictly no later by midday on Day 3 via a USB stick to the events team.

**At least 5 members of the syndicate team must present.**

Judges will be marking each team out of 100 with the following maximum marks for each area of focus:

### Insights

Clear evidence that you have understood the client's business, interrogated the target audience and identified some insights that are unique and different.

### Strategy

A clear, creative communications strategy that is truly solutions neutral and will resonate with the target.

### Actionable Ideas

Professional and efficient execution of the idea against the brief.

### The presentation

Teamwork – chemistry within the team, people I want to work with, pro-active, with energy, a story well told and sold.

25%

40%

25%

10%

## Final Round

The finalists will be required to re-present their pitch to the whole cohort in the main room on stage. This session will take place on the afternoon of Day 3.

### Points will not be awarded for:

- Simply repeating the brief.
- Detailed media plans. We only need/want to see a schematic laydown of the overall plan with macro level costing/budget allocation.
- Going over allotted time.

## Course Information

## Available Resources

Private client Q&A sessions are planned for Day 2 Thursday afternoon / evening with individual teams. You will be given allotted times. Use this time very wisely and prepare in advance as client time is limited.

## Presentation equipment and syndicate team facilities

### Preparation:

The following facilities are available to each of the syndicate teams in preparation for their pitch:

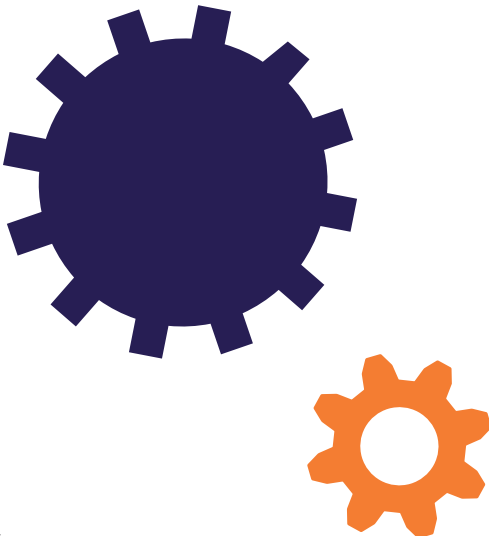
- 1 x laptop per group
- A printer
- Internet access
- Whiteboard & markers
- Flipchart
- LCD projector & screen

### Presentation:

The following items are available for each team's use at the presentation:

- PC Laptop with MS office
- LCD projector & screen
- Whiteboard
- Paper / flipchart
- Markers

Reminder: Finalists are expected to re-present their work onstage to the audience on Day 3 Friday afternoon. You may want to consider this in your initial selection of presentation materials and techniques.



## Course Information

### General Notes and Housekeeping

- For any logistical queries regarding equipment, syndicate rooms etc., please contact the event secretariat at the Secretariat Room located at the Meeting 3 on 7th floor. You can also send an email to [mediaworks@cw-comms.com](mailto:mediaworks@cw-comms.com).
- For teams who are working in the syndicate rooms overnight, please keep your noise level to a minimum as a courtesy to other hotel guests.
- Room charges for hotel stay before or after the official course dates (22-25 May) will be charged to your personal account. For rates or arrangements please contact our event secretariat at Meeting 3 on 7th floor.
- All incidentals, such as room service, laundry, telephone, etc. will be charged to your personal account.
- A departure letter stating your departure details and airport transfer arrangements will be sent to your room on Day 3 Friday evening. If there are any changes to the departure details stated in the letter, kindly approach our event secretariat at Meeting 3 on 7th floor.

## Contacts

For immediate assistance, please visit the Event Secretariat Room at Meeting 3 on 7th Floor.

For enquiries relating to the event programme, please contact:

**Joanne Ma**

[mediaworks@haymarket.asia](mailto:mediaworks@haymarket.asia)

For enquiries relating to arrangements for accommodation and airport transfers, please contact:

**Kathy Cheng**

[mediaworks@cw-comms.com](mailto:mediaworks@cw-comms.com)

**DAY 1**

**Wednesday  
May 22**

## **MEDIAWORKS IS NOT FOR THE FAINTHEARTED!**

This is not a four-day conference. It is an intensive, interactive, challenging but ultimately rewarding training programme. There are scary moments and sleepless nights – participants work hard and play harder.

You will leave with a tremendous sense of achievement, unrivalled learning and dramatic personal development that no other training experience can offer.



## **Programme Agenda**

- 1.30pm Delegate registration and check-in**
- 2.00pm Welcome to MediaWorks**  
The Why, Who, How, What, When and Where of the next four days
- 2.30pm Team Allocations: your own “agency” for the course**  
Participants will be divided into groups of teams with whom they will work for the duration of the four days. Each team will have a ‘mentor’, an industry specialist with a wide range and depth of expertise, who will be on hand for advice as the group develops its strategy.
- After introductions, each team must select their agency name and will be allocated their own private syndicate room, or ‘headquarters’, where they will find the details of a unique team-building exercise to kick off MediaWorks.
- By **Torie Henderson**, 2019 MediaWorks Chairperson
- 5.45pm Insight Session**
- 6:15pm Strategy Session**
- 6:45pm The Trade Desk Presentation**
- 7:00pm Dinner**
- 8.30pm The Brief**  
Presentation of the client brief

# Programme Agenda

9.00am	Introduction and the day ahead
9.05am	Facebook Presentation
9.20am	Idea session
9.50am	BBC Presentation
10.05am	Coffee Break
10.15am	Presentation session
10.45am	<b>Wrap up and return to Syndicate Session</b> With the skills briefing and conference sessions fresh in their minds, teams return to the privacy of their syndicate rooms to continue their pitch preparations and planning.
1.00pm	<b>Working Lunch</b>
2.00pm	<b>Meet the client, Q&amp;A</b> The opportunity for each agency to meet the client in private, ask smart questions and to road test ideas and thoughts. <i>Individual syndicate rooms</i>
7.00pm	<b>Dinner</b>
10.00pm	<b>Ideas testing with respective mentors</b>

PLEASE NOTE: This programme may be subject to change

## DAY 2

Thursday  
May 23

### HERE IS WHAT PREVIOUS DELEGATES HAVE SAID:

"MediaWorks pushes you to get out of your comfort zone and tackle challenges head on. It forces us to "grow up" in so many ways."

"The experience has changed the way I look at a brief and the guidance given is absolutely smack on"

"An intense learning experience that takes you out of your comfort zone and encourages you to deliver outstanding work"

"Fantastic combination of emotions ranging from excitement to hope & delusion and despair culminating in a high"

"An incredible experience. The more you put in, the more you'll get from it! Challenge you to approach the work from angles you didn't realize existed."

**DAY 3**

**Friday  
May 24**



**DAY 4**

**Saturday  
May 25**

## Programme Agenda

**9.00am Syndicate Sessions**

Teams continue to complete their presentations

**12.00pm Submission of presentations**

Lunch

**1.00pm Strategy Presentations**

The moment that all the teams have worked for The Pitch.

The strategy, hard work and planning of the previous 48 hours are put to the test as each team gets the opportunity to present their case to the client panel.

**5.00pm The Finals**

The finalists who have made it to the shortlist will make their presentations in front of all delegates and mentors.

**6.15pm Final Judging**

**7.30pm Offsite Dinner**

After all teams have completed their presentations, an evening of fun and frivolity awaits.

**8.00am Team Feedback with Mentors and the Client**

Every agency team receives feedback on their own presentation in private with their respective judging panel.

**11.30am MediaWorks 2019 Winner Announcement**

The winning team is announced and crowned as the MediaWorks winner.

**12.00pm Closing Remarks and end of MediaWorks 2019**

*PLEASE NOTE: This programme may be subject to change*



## About the Chairperson

Torie is a business consultant and mentor with a proven background in business turnarounds, building and developing strong customer relationships, and nurturing talent in the marketing communication industry.

Torie's career started in New Zealand and her experience spans over three decades and two regions, having worked and lived in 5 countries including the UK, China and Singapore.

She has led the turnaround of local media communications businesses in New Zealand and Singapore, built Asia Pacific specialist practices, led a dynamic multi market business across South East Asia and India, and nurtured and developed business relationships with some of the world's most valuable companies and brands.

Torie champions talent development initiatives, mentored men and women in junior and senior roles, and has served as the Chairperson of Campaign Asia Pacific's Mediaworks programme for six consecutive years.

She has been awarded by industry platforms including Campaign Asia Pacific and The Internationalist, served on juries for local, regional and global awards and she is a regular communications industry contributor and commentator. Torie is a proud Kiwi, a diehard All Black and Team New Zealand fan, and voracious follower of Formula One. She spends her time between Singapore and Hong Kong and is "fur-mother" to two cats, Fritz and Max.



**CHAIRPERSON**  
**Torie Henderson**

## Mentors / Speakers



**MENTOR/SPEAKER**

**Paddy Crawshaw**

Chief Product Officer

*Kin*

Having left Oxford University in 2002 with a redundant degree in Modern History, Paddy began his media life at Manning Gottlieb OMD in London before heading in 2008 to China where he grew the strategy product first at OMD & then PHD converting, amongst others, Pepsi, Danone & Unilever. Following that Paddy became Head of Strategy at OMD APAC based in Singapore where pitching became somewhat of a way of life.

Now, after 17 years Paddy in the loving embrace of a holding company Paddy is off to join the circus life of start ups later this year when he hooks up with Kin as Chief Product Officer. Kin is a brand consultancy & creative agency built for problem solving before service selling - a small team of cultural entrepreneurs who help to guild the legacy marcomms business & meet modern brand challenges with a purpose driven, simpler & more agile approach.



**MENTOR/SPEAKER**

**Steve Garton**

Principal

*Steve Garton Consulting*

Steve Garton has over 40 years of experience on the client, advertising agency, media owner and market research sides of the business. He developed new services for sectors such as the Internet, and built multi-regional syndicated media surveys.

Driven by a passion for understanding changing consumer behaviour, Steve is constantly exploring the relationships between the connected consumer, their media and choice of brands – seeking insights that add context to business solutions. He consults with future-facing organisations in media, software and live event measurement.

He is a high profile speaker at major international events and holds an MA at Oxford University.

## Mentors / Speakers

Ajay Gupte is the Managing Director at Wavemaker, the 2nd largest media agency in Indonesia. Wavemaker was formed in 2018 by merging 2 agencies, MEC and Maxus. In 2018, Wavemaker Indonesia's first year of operations, Campaign Asia awarded the agency, Bronze for Media Agency of the year, Silver for digital agency of the year and a runner up for New Business team of the year.

Ajay joined MEC in 2011 and after 7 very successful years, wherein MEC grew seven-fold, Ajay led the merger with Maxus to form Wavemaker – a future focused media agency with cutting edge leadership in media, content and technology.

Ajay comes with over two decades of experience as agency, client and media owner. In 2015, he was listed in Campaign Asia 40 under 40 media professionals in Asia Pacific. Prior to moving to Indonesia, Ajay has worked in India, Nigeria and Ghana.



### CHAIRPERSON

**Ajay Gupte**

Managing Director,  
*Wavemaker Indonesia*

Haruna McWilliams is Senior Vice President, Strategy, APAC at Essence, a global data and measurement-driven agency which is part of GroupM.

At Essence, Haruna is tasked with overseeing the strategic approach in media, and connecting the gap between creative ideas and engagement with people. She leads her team in exploring communications planning based on human insights, and how to 'engage' rather than how to 'tell' with the evolving media landscape in mind.

With over 16 years of industry experience, Haruna most recently served as Global Planning Director at Leo Burnett in Singapore, where she played a key role on Procter & Gamble brands. Before her move to Singapore, she built the strategy capability for IPG Mediabrands in Japan, where she was the lead on key global clients including Johnson & Johnson and Coca-Cola.

Previously, Haruna held roles in Japan, the United States and the United Kingdom with Ogilvy & Mather, BBDO and JWT, where she was in charge of strategy for global clients such as Unilever, Danone, American Express and Cisco Systems.



### MENTOR/SPEAKER

**Haruna McWilliams**

Senior Vice President, Strategy, APAC  
*Essence*

## Mentors / Speakers



**MENTOR/SPEAKER**

**Rajni Menon**

CEO

*Carat India*

Rajni Menon, CEO for Carat India (a Dentsu Aegis Unit) has over 18 years' experience in the media Industry straddling across Strategic Planning, Media buying, Research & Insights and Trading. She is a post graduate from MICA.

As the youngest trading head for Mindshare Fulcrum (handling Unilever) some years ago, she proved that age didn't matter if capabilities existed. Similarly, for Carat, she led Strategy and Insights for over 5 years before moving on to now leading the agency as the CEO. With her continuing passion for Strategy and Insight, she continues to lead the function for the group.



**MENTOR/SPEAKER**

**Sarah Musgrave**

Chief Development Officer APAC

*Carat/DAN*

Sarah is the Chief Development Officer, APAC at Carat / DAN where she works across the one P&L network, pulling together comms and marketing solutions for regional and global clients.

Having started as an account planner on creative side with Saatchi & Saatchi and Publicis, She began in advertising with IPG in Toronto, Seattle and SoCal specialising in youth marketing before moving to the UK post dot-com bust.

After years within Publicis' creative agencies, she moved to media with GroupM bringing her account planning toolkit, FMCG, Retail and Luxury experience, starting with Mindshare and MEC, in London, Sydney and then regionally in Singapore. 2018 saw a shift to Carat and then across to DAN to relook at our operations and practices redefining what product and processes are needed for the ever-changing industry we are.

## Mentors / Speakers



### MENTOR/SPEAKER

**Charlie Newberry**

Chief Media Officer, APAC

*Digitas*

Charlie currently leads media in APAC for Digitas, a modern data-inspired agency who specialize in driving digital marketing transformation for companies of all shapes and sizes. Charlie is passionate about bringing together data, technology, media and creativity to build unique solutions for their clients. As well as leading the media discipline for Digitas, Charlie plays an important role supporting key Publicis Groupe accounts. He is currently Publicis Groupe Lead for Visa in APAC, and heads up digital strategy for GSK.

He previously headed up the media operation for Red Fuse in Asia where he led the establishment of their programmatic capability in Asia. Prior to moving to Hong Kong he was the Global Strategy Lead at Starcom for Emirates Airlines in Dubai, where he led a re-brand campaign for the airline and won global recognition at the Festival of Media. Charlie also headed up the Mondelez and GSK businesses across the Middle East and North Africa.

In the UK he was a Senior Brand Manager at News International for three years and prior to that the head of the Mastercard account at Universal McCann, having historically worked on launching Egg (the financial services brand, not the food).



### MENTOR/SPEAKER

**Alexander Oakden**

Head of Strategy,

*iProspect APAC, iProspect*

With experience leading multi-disciplinary client teams, Alex Oakden has strong expertise building progressive brand performance strategies and marrying innovative solutions with data-led infrastructure. In his seven years with Dentsu Aegis Network, he has lead integrated media strategy for brands including adidas, L'Oréal and VF.

Alex is now Head of Strategy at iProspect, responsible for building future-focused strategies for brands and supporting the development of insights and product go to market across the region.

## Mentors / Speakers



**MENTOR/SPEAKER**  
**Andreas Vogiatzakis**

CEO,  
*Havas Media Group Malaysia*

Born and raised in rural Crete, Andreas quit the prestigious Mathematics University of Athens to pursue his passion for Advertising at the University of Florida, graduating with High Honors. Forging a life journey from Greece to New York & Tokyo, Taiwan and Malaysia, he has built & managed several media agencies for Publicis, Omnicom, WPP and he is currently the CEO of Havas Media Group Malaysia.

Andreas has served in many industry associations, advisory boards, university advisory panels and awards juries. Passionate about advertising, he is a frequent industry speaker, and the recipient of several industry awards and accolades. He is a Certified Professional Coach & NLP practitioner and finds his purpose into being a catalyst for greater things to come.



**MENTOR/SPEAKER**  
**John Williams**

Vice President, Advertising Sales,  
Singapore, South & South East Asia  
***BBC Global News Limited***

## Host Partners

John Williams is a part of the leadership team for BBC Global News Limited advertising sales team, based in Singapore and reporting into Alistair McEwan, SVP Commercial Development Asia Pacific, based in Sydney.

John is currently overseeing all of the BBC's advertising, strategic and commercial activity across the BBC Global News portfolio for Singapore, South & South East Asia.

This includes the monetization for all television, online, mobile and video products across World News, BBC.com, BBC Mobile, BBC World Service digital & BBC Earth APAC .

John joined the BBC in 2002 in London and has worked for the BBC in Europe, Australia/NZ, North Asia, North & South America & now South & South East Asia.

Prior to relocating to Singapore from New York in Sept 2014, John was the VP, International Advertising for BBC Worldwide Americas, and previous to that position he was based in Australia where, amongst other things, he successfully launched BBC.com into that market.

Before moving to Australia in 2005, John was based at the BBC Advertising HQ in London, where he was Regional Advertising Director, CEEMA (Central & Eastern Europe, Mediterranean & Africa)

Johns career in media spans 30 years and 5 continents. Prior to the BBC he worked in the UK for ITV, WPP's Ogilvy & Mather Media, Omnicom's MGOMD, Virgin Radio, and a dot.com start up Sports.com. In 2001 John took a sabbatical to take part in the 2000/2001 Round The World Clipper Yacht Race.

## Host Partners

Matt Harty represents The Trade Desk as Senior Vice President of Asia Pacific. Harty has worked in online advertising in Asia since 1997, co-founding the first pan-Asian Ad Network, SpaceAsia Media, which was sold to CMGi in 2000.

Matt then co-founded Activ8, a Yield Management company (precursor to SSPs) as a JV with OutBlaze, handling global media sales for 400 websites including Mail.com and HelloKitty.

His next position was managing News Corp's .FOX Networks for APAC and MENA. From FOX, Matt moved to Omnicom's Accuen as the GM of the first APAC regional ATD. Before joining The Trade Desk, he ran the Audience Solutions business for Experian Asia. Harty is based in Singapore.



**MENTOR/SPEAKER**  
**Matt Harty**

Senior Vice President, Asia Pacific  
*The Trade Desk*



## Supporter



### MENTOR/SPEAKER

**Neil Stewart**

Head of Agency APAC  
*Facebook*

Neil joined Facebook in 2015 in the newly created role of Head of Agency for APAC. The Agency team works closely with the ad agency community – media, creative and digital agencies to ensure the successful use of the Facebook platform to drive brand and business success.

Prior to joining Facebook, Neil was most recently at Maxus, one of the GroupM media agencies for the past six years. APAC CEO for five of those years saw Maxus triple in size, and win significant new business, awards and industry recognition. Neil also spent a year as the Global Chief Client officer, working with some of Maxus' top multi-market clients across the globe.

Neil has also had senior client marketing roles in the technology space – he was CMO of Motorola Mobile devices from 2004 -2008 for their High Growth Markets, and was at Compaq in Australia as Customer Communications director. A long long time ago, straight out of university Neil was in brand management in the FMCG space in Sydney.

Rounding out his Marketing and Communications experience, Neil also spend over 10 years in creative agencies in Sydney, Singapore and Taipei – many of those with Ogilvy and Mather and the WPP group. Neil has managed some of the largest advertising clients including Telstra (Australia's #1 Telco) IBM and Vodafone.

A married father of two avid Facebook and Instagram user, Singapore based Neil continues to try and improve his golf handicap despite all the evidence that this is as good as it gets!

## Meet facebook Blueprint

Blueprint is Facebook's global education program that launched in 2015 with the goal to empower agencies, advertisers, businesses big and small, and individuals to reach their goals with Facebook's family of apps and services. We offer actionable learning resources that help people and businesses grow including free online courses, in-person trainings, certifications and Ads Help center. Start your learning journey today with a custom learning path for MediaWorks participants, visit: [fb.me/mediaworks](https://fb.me/mediaworks)

## Host Partners



BBC World News and BBC.com, the BBC's commercially funded international 24-hour English news platforms, are operated by BBC Global News Ltd. BBC World News television is available in more than 200 countries and territories worldwide, and over 451 million households and over 1.9 million hotel rooms. The channel's content is also available on 123 cruise ships, 53 airlines, including 13 distributing the channel live inflight, and 26 mobile phone networks. BBC.com offers up-to-the-minute international news and in-depth analysis for PCs, tablets and mobile devices to more than 95 million unique browsers each month.



Founded in November 2009, The Trade Desk (Nasdaq: TTD) is a technology company that empowers buyers of advertising. Through its self-service, cloud-based platform, ad buyers can use data-driven insights to plan, forecast and buy digital media more effectively than ever before.

The platform allows marketers to deliver campaigns across ad formats, including display, video, audio, native and social, on a multitude of devices, such as computers, mobile devices, and connected TV. Integrations with major data, inventory, and publisher partners ensure maximum reach and decisioning capabilities, and Enterprise APIs enable custom development on top of The Trade Desk's platform.



## Supporting Partner

Founded in 2004, Facebook's mission is to give people the power to build community and bring the world closer together. People use Facebook to stay connected with friends and family, to discover what's going on in the world, and to share and express what matters to them.

## About *Campaign Asia-Pacific*

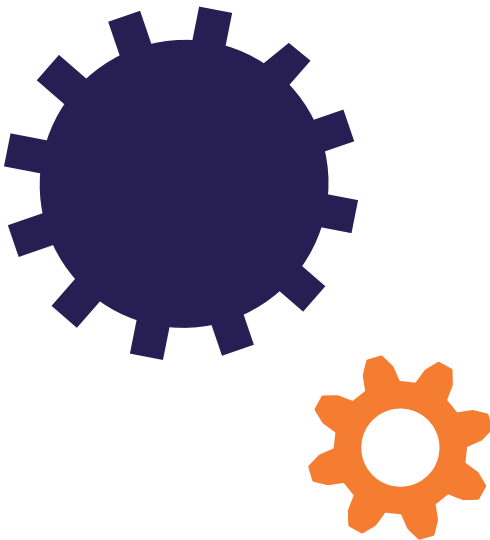
Providing insights and intelligence into the ideas, work and personalities shaping the region's marketing-communications industry, *Campaign Asia-Pacific* dives deeper into important subjects and presents the most compelling information that matters to businesses in the fastest-growing and most exciting communications market in the world.

*Campaign Asia-Pacific's* portfolio includes a subscription-based print magazine, digital products that get under the skin of important news, conferences focusing on the most important pressing industry sectors and topics, awards celebrating excellence within the industry, a growing data system of profiles and rankings, and training that has empowered more than 1400 of the region's up-and-coming professionals, mentored by some of Asia's leading practitioners.

For more information, please visit *Campaign Asia-Pacific* at: [www.campaignasia.com](http://www.campaignasia.com)

## About Haymarket

The Haymarket Media Group established in 1957 is the largest privately-owned magazine publisher in the UK, and one of the fastest growing media companies globally. The principal business is centred around its consumer, business, professional and customer publications. These are complemented by digital platforms and live events, including extensive exhibitions, conferences and awards. The Group's global expansion comes from wholly owned subsidiaries, joint ventures and extensive licensing of key magazines to other publishers. In Asia from their offices in Hong Kong, Mumbai and Singapore, Haymarket Media Ltd publish market-leading titles *Campaign Asia-Pacific*, *FinanceAsia*, *AsianInvestor*, *CorporateTreasurer*, *CEI* and *Campaign India*. In addition Haymarket organise a number of the region's leading industry awards and conferences relating to the communications and finance sectors. For more information about the Haymarket Media Group see [www.haymarket.com](http://www.haymarket.com).



[www.mediaworks.asia](http://www.mediaworks.asia)

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