



ACCELERATING DIGITAL TRANSFORMATION

25 May | Maritime Museum, Hong Kong

08.30	Registration and Breakfast Networking
08.50	Campaign's Opening Remarks Robert Sawatzky, Head of Content, <i>Campaign APAC</i>
09.00	Nielsen's Welcoming Remarks Michael Lee, Managing Director, <i>Nielsen Hong Kong and Macau</i>
09.15	Maximising your retail business: Boosting traffic and engagement through data analytics Mandy Tam, Senior Director, <i>Nielsen Hong Kong</i>
09.35	Capitalising on your brand impact: Leveraging social media listening to understand brand equity and the consumer path to purchase Jacqueline Lew, Senior Director, Brand Health Product Development, Growth and Emerging Markets, <i>The Nielsen Company</i>
09.55	The occasion-driven industry: Reading human emotions via virtual reality Eran Moss, VP Product Management, <i>BrainVu</i>
10.15	Networking Tea Break and Booth Demo
10.45	Accelerating Digital Transformation Panel Discussion Moderator: Robert Sawatzky, Head of Content, <i>Campaign APAC</i> Panelists: Peter Poon, Managing Director, <i>Carlsberg, Hong Kong, Macau, Taiwan</i> Michael Lee, Managing Director, <i>Nielsen Hong Kong and Macau</i> Christopher Chang, General Manager, Loyal Operations, <i>Reward-U, Hong Kong Express</i> Ankush Samant, eXellerator Innovation Lab, <i>Standard Chartered Hong Kong</i>
11.30	Closing Networking Post-Evaluation
12.00	End of the Event