

## Marketing Leaders 2030 (Overall Schedule)

| Module | **Date         | Topic / Trainer / Guest Speaker  |
|--------|----------------|--|
| 1      | 20th Apr 2017  | Ethics in the Digital Age (AM) & Leading Culture Innovation (PM)<br><i>Trainers: Samuel Seow (Samuel Seow Law Corporation)</i><br><i>Trainer : Otto Ruijs (Hyper Island)</i><br><i>Guest Speaker : Gregory Torffs (Google)</i> |
| 2      | 21st Apr 2017  | Content Marketing Evaluation<br><i>Trainers: Daniel Hochuli (King Content Singapore)</i><br><i>Guest Speaker: Jamshed Wadia (Intel Asia Pacific and Japan)</i>   |
| 3      | 18th May 2017  | Managing e-Commerce<br><i>Trainers: Martin Ross, Saleem Jumabhoy (Division Bell Group LLP)</i><br><i>Guest Speaker: Sam Too (QOO10)</i>  |
| 4      | 19th May 2017  | Design Thinking & Innovation Strategy<br><i>Trainers: Olivier Soubiele (Innovation Consultant), Jakob Widerberg, Innovation consultant and facilitator (Google, Hyper Island)</i>  |
| 5      | 15th June 2017 | Integrating Big Data & Insights<br><i>Trainer: Azhar Azib (rawonionDecisions)</i><br><i>Guest Speaker: Howie Lau (StarHub)</i>   |
| 6      | 14th July 2017 | Managing Technological Disruptions<br><i>Trainer: Prof Neo Kok Beng (National University of Singapore)</i><br><i>Guest Speaker: Andrea Baronchelli (Lazada)</i>  |
| 7      | 24th Aug 2017  | APPIES 2017 (Day 1)  |
| 8      | 25th Aug 2017  | APPIES 2017 (Day 2)  |

\*\*Registration/ Breakfast: 8.30am, Course begins promptly at 9.30am

Please note that venue remains the same for modules 1 – 6:

**NTUC Centre, One Marina Boulevard, Level 7, Room 701**

For 7 – 8:

**We will update the venue details closer to the date**

