

PROGRAMME SCHEDULE FOR 20TH AND 21ST APRIL 2017 (MARKETING LEADERS 2030)

20th Apr 2017 Ethics in the Digital Age (AM) & Leading Culture Innovation (PM)	Programme Schedule Trainers: Samuel Seow (Samuel Seow Law Corporation), Otto Ruijs (Hyper Island) Guest Speaker: Gregory Torfs (Google Singapore)	
	830am - 9.30am	Registration
	9.30am - 12.30pm	Course Commencement (Samuel Seow)
	12.30pm - 1.30pm	Lunch
	1.30pm - 3.30pm	Course Commencement (Otto Ruijs & Gregory Torfs)
	3.30pm - 4pm	Tea Break
	4pm - 5.30pm	Course Commencement (Otto Ruijs)

21st Apr 2017 Content Marketing Evaluation	Programme Schedule Trainers: Daniel Hochuli (King Content Singapore) Guest Speaker: Jamshed Wadia (Intel Asia Pacific and Japan)	
	830am - 9.30am	Registration
	9.30am - 12.00pm	Course Commencement (Daniel Hochuli)
	12.00pm - 1.00pm	Lunch
	1.00pm - 3.00pm	Course Commencement (Daniel Hochuli)
	3.00pm - 3.30pm	Tea Break
	3.30pm - 5.30pm	Course Commencement (Jamshed Wadia)