



CONSUMER INSIGHTING AND STORYTELLING CONFERENCE PROGRAM FLOW

KEY FEATURES:

- The only seminar in the Philippines that combines two disciplines: Consumer Insighting and Storytelling
- Includes a design-thinking workshop on Day 2
- Attendees get to work on real-life case studies from top brands

OBJECTIVES:

Discover (or rediscover) the science and art of consumer insighting

- Understand the power of ‘true’ customer insighting
- Discover new approaches driving customer insighting: from neuroscience, big data, consumer research, etc.
- Balancing data and intuition to drive customer insights

Have a deeper understanding of the consumer psyche

- Understanding what appeals to consumers (their Whys)

Crafting stories that will make impact

- Turning insights into stories that engage customers

DAY 1, APRIL 26, 2018

8:00-9:00 1 hour	Registration
9:00-9:15 15 minutes	Invocation National Anthem Welcome Remarks
9:15-9:45 30 minutes	Opening Keynote: Ms. Venus Navalta Chief Executive Officer IPG Mediabrands Philippines
9:45-10:30 45 minutes	An Insight About Insights The word ‘insight’ has become one of the most overused yet

	<p>misinterpreted word in the marketing and creative fields. Sometimes, we use the word “insight” when we mean observation and/or statistics. Is consumer insighting a lost art? In this session, we’ll (re)discover what true insighting really means and where they come from.</p> <p>Pam Pacete-Garcia, Executive Planning Director, JWT</p>
10:30-10:45 15 minutes	Coffee Break
10:45-11:30 45 minutes	<p>What is the Job-To-Be-Done of a Job? Turning Customer Stories into Insights and Innovations</p> <p>Tony Ulwick, believes Job-To-Be-Done is best defined as a perspective—a lens through which you can observe markets, customers, needs, competitors, and customer segments differently, and by doing so, make innovation far more predictable and profitable. Beyond theory, learn how listening to and capturing authentic human stories can illuminate a path towards meaning-filled connections. Appreciate how hidden in these stories are deliberate strategic thrusts that eliminate guesswork and mitigate product development and marketing failure. As Ernesto Sirolli said “Want to help someone? Shut up and listen!”</p> <p>Peachy Pacquing Chief Connector / Mission Controller The Just League</p>
11:30-12:15 45 minutes	<p>From the Outside In: An Anthropological approach in Mining Deep Consumer Insights</p> <ul style="list-style-type: none"> • Having rich data means knowing what are important to consumers. Through anthropology, learn how to get a deep dive into their unexpressed thoughts and telling gestures – to understand their unspoken lifeworld. • How to better understand why people do the things they do, how they interact with one another and their environment, and how to better communicate with them <p>Aileen Rondilla MA Anthropology Ateneo de Manila University Professor</p>
12:15-12:25	<p>Century Properties talk Julienne Cruz, Century Properties</p>

<p>12:25-1:25 1 hour</p>	<p>LUNCH</p>
<p>1:25-2:10 45 minutes</p>	<p>The Art of Storytelling and What Makes Stories Stick</p> <ul style="list-style-type: none"> ● The art of storytelling and the key elements and structure that go into it, which make it ‘stick’ and ‘engage.’ ● What makes a great story - essential elements of content and storytelling style ● How great storytelling can help brands transcend consumers across generations and cultures <p>Joko Magalong Distinguished Toastmaster, Toastmasters’ International; Storytelling for Adarna and Pinoy Storytellers</p>
<p>2:10-2:55 45 minutes</p>	<p>Storytelling in Digital: Content Types that Drive Brand Performance (Glocal Cases)</p> <ul style="list-style-type: none"> ● In Havas Media’s “Meaningful Brands” research, 84% of consumers said they expect brands to produce content. But what do consumers expect from digital branded content? ● What type of digital content works for each industry? Learn the 6 categories of brand-produced digital content and what drives ROI from each ● Get local, regional, and global case studies from the 6 content types. <p>Arthur Policarpio CEO – Philippines Mobext</p>
<p>2:55-3:15 20 minutes</p>	<p>Fireside Chat with Erwan Heussaff: Fireside Chat: Co Creating Your Brand Story With Influencers</p>
<p>3:15-3:30 15 minutes</p>	<p>Coffee Break</p>
<p>3:30-4:15 45 minutes</p>	<p>The Psychology of Storytelling: Why and how “hugot” happens*</p> <ul style="list-style-type: none"> ● Mind-melding – the psychology why we are wired for stories ● How our brains process story versus facts and data <p>Ms. Melinda Tan Licensed Psychologist Trained in the Clinical Applications of Neuropsychology</p>

<p>4:15-4:45 30 minutes</p>	<p>PANEL DISCUSSION: Why Emotions Trump Logic: Storytelling’s Impact on Consumer Purchase Behavior</p> <ul style="list-style-type: none"> ● Neuroscience/Psychology: The hidden psychological drivers and changers that impact, purchase, engagement and retention OR Does storytelling make us irrational? ● Media: Would a channel be more effective/relevant to showcase emotion-based ads vs. another? ● Creative: Deciphering emotions to make your brand story work. Learn some emotional tactics that brands use to turn consumers to passionate customers ● Content: How emotion-based angling/storytelling can change how consumers/viewers receive these <p>Moderator: Ed Mapa</p> <p>Panel Discussants:</p> <ul style="list-style-type: none"> ● Melinda Tan (Neuropsychology POV) ● Janelle Barretto-Squires, Consultant, CNN Philippines (Content) ● Arthur Policarpio, CEO, Mobext (Digital) ● Cey Ponferrada, Creative Director, Leo Burnett (Creative)
<p>4:45-5:30 45 minutes</p>	<p>Storytelling ROI – what truly matters?</p> <ul style="list-style-type: none"> ● Hear about the journey of some beloved Nestle brands into finding their brand story. ● Don't let your brand get lost in the story: how to put your brand message at the heart of your stories, across different screens. ● Sales, market share, brand recall - how do you measure the ROI of finding your brand story? <p>Paolo Mercado SVP - Marketing, Communications, Innovations Nestle Philippines</p>
<p>5:30</p>	<p>Closing Remarks for Day 1</p>

DAY 2, APRIL 27, 2018

8:00-8:45	Registration
8:45-9:00	Day 1 Recap Germaine Reyes CEO / President of Synergy MR + SC
9:00-9:30 (30 minutes)	Day 2 Keynote Customer Insighting Journey: Why a Monopoly Cares About Customer Satisfaction and Aspires to Leapfrog into IOT Tony Valdez, VP and Head, Marketing & Customer Solutions MERALCO
9:30-10:00	Introduction to Design Thinking
WORKSHOP PROPER	
10:00-12:00	Setting the Stage for Storytelling
12:00-1:00	LUNCH
1:00-3:00	Crafting Story Prototypes
3:00-3:15	Afternoon Break
3:15-4:15	Design for Impact
4:15-5:00	Sharing the Story
5:00-5:25	Conclusion and Q&A
5:25 – 5:30	Raffle
5:30	Closing Remarks

Together, let's push for better and more inspired brand stories through consumer insights.

Registration:

Margie Husmalaga

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Sponsorships / Partnerships:

Trish Elamparo

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