

DIGICON SOUTH PROGRAM

Subject to Change

Day 1 (May 30)				
	Sinulog (Plenary)	Humabon	Mayi	
	9:00 -9:30	DIGICON DAY 1 OPENING		
	<i>Building ideas and communities in a connected world</i>			
Plenary	9:30- 10:00	Gino Pineda, Client Partner - PH FACEBOOK		
	<i>Disruptive Innovation</i>			
Plenary	10:00-10:30	Angeline Tham, CEO ANGKAS		
	<i>Going Agile: The Aboitiz Way</i>			
Plenary	10:30-11:00	Jojo Guingao, Chief Digital Officer ABOITIZ EQUITY VENTURES		
	<i>Content, Creativity & Commerce - Brand building in the age of new media</i>			
Plenary	11:00 -11:30	Karl Mak, Co-Founder and CEO HEPMIL MEDIA GROUP		
	11:30-1:00	LUNCH		
	<i>Storytelling Social Good</i>			
Plenary	1:00-1:50	CarlaYap Sy Su, Chief Revenue Officer RAPPLER		
	<i>Solutions Looking for Problems: What Happens When We Leave Out the Human in Human-Centered Design</i>		<i>Capturing GenZ & Millennial Filipino Attention Spans Through Livestreaming</i>	
	Mark Meily Director- Strategic Innovations KIND MIND EXPERIENCE DESIGN		Roland Ros Founder and CEO KUMU	
	<i>The new experience of travel: Understanding how today's generation travels</i>			
	Michelle Cruz Market Lead - PH KLOOK TRAVEL			
Breakout	2:00-2:50			
	2:50-3:05	COFFEE BREAK		
		Sinulog	Humabon	Mayi
		Set up for Networking Night	<i>From Start-up to Grown-up</i>	<i>Growth Strategies for Start-up</i>
			Paul Rivera, CEO and Founder KALIBRR	Patrick Gentry, CEO and Co- Founder, SPROUT SOLUTIONS
Breakout	3:05-3:55		<i>Embracing Disruption: Summit Media's Digital Transformation Journey</i>	
			Edna Belleza Group Publisher for Digital and Print SUMMIT MEDIA	
Plenary	4:00 PM onwards	NETWORKING NIGHT (SPONSORED BY ANGKAS)		

Day 2 (May 31)				
	Sinulog (Plenary)	Humabon	Mayi	
	9:00-9:10	DIGICON DAY 2 OPENING		
	<i>Empowering businesses to grow on digital</i>			
Plenary	9:10-9:40	Samuel Jeanblanc, Market Lead, Philippines GOOGLE		
	<i>PANEL DISCUSSION: A Framework for Digital Marketing Excellence</i>			
Plenary	9:40-10:10	Dennis Perez, Unilever's Head of Media and Head of e-Commerce for SEA Margot Torres, McDonald's Managing Director Leigh Reyes, MullenLowe President & Chief Creative Officer		
	<i>From Content to E-Commerce</i>			
Plenary	10:10-10:40	Arianne Kader-Cu, Country Head VIU		
	<i>Culture to Commerce and everything in between</i>			
Plenary	10:40-11:10	Michael Patent, Founder CULTURE GROUP		
	<i>Creativity Starts with the Brief</i>			
Plenary	11:10 -11:40	Justine Ferrer, Group Product Manager Abbot Nutrition		
	11:40 -1:00	LUNCH BREAK		
	<i>Best Practices: Content and Video Marketing</i>			
Plenary	1:00-1:50	Carlo Ople VP Digital Strategy PLDT		
	<i>How Does That Make You Feel? : The Power of Consumer Experiences</i>		<i>How a Secured & Private Platform Empowers Users to Do More</i>	
	Des B. Deocareza, Director KANTAR		Lana Macapagal Business Development Manager VIBER	
Breakout	2:00-2:50	<i>IG Stories School</i>		
	Jara Amin Account Manager for Growth Businesses, PH FACEBOOK			
	2:50-3:05	COFFEE BREAK		
	<i>How e-Commerce is evolving for the Filipino shopper</i>		<i>Cracking the Social Media Influencers Code</i>	
	Paulo Campos, Co-Founder and CEO ZALORA		Donald Lim, CEO DENTSU	
	<i>The Fundamentals of UX</i>			
	Phil Smithson, Managing Director On-Off Group			
	<i>Data-driven Brand Activation</i>		<i>PANEL DISCUSSION with Content Creators</i>	
	<i>Using data to breathe new life to BTL campaigns</i>		(Alem Garcia , Sarah del Mar, Etienne Chantal)	
	Doc Ligot, CTO and Co- Founder ACTIVDATA		Moderated by Donald Lim and Bryan Yap	
Breakout	3:55-4:45			
	CLOSING PLENARY			
	Leigh Reyes Mullenlowe President & Chief Creative Officer			
PLENARY	4:55-5:20			
	5:20	CLOSING CEREMONY		