

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>		
Keynote	9:30- 10:00	Gino Pineda, Client Partner - PH FACEBOOK		
Plenary	10:00-10:30	Angeline Tham, CEO ANGKAS		
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 SGAG		
Lunch Break	11:30-1:00	LUNCH		
		Solutions Looking for Problems: What Happens When We Leave Out the Human in Human-Centered Design		
Plenary	1:00-1:50	Mark Meily Director- Strategic Innovations KIND MIND EXPERIENCE DESIGN		
Breakout	2:00-2:50	<i>Capturing GenZ & Millennial Filipino Attention Spans Through Livestreaming</i> Roland Ros Founder and CEO KUMU	<i>Embracing Disruption: Summit Media's Digital Transformation Journey</i> Edna Belleza Group Publisher for Digital and Print SUMMIT MEDIA	<i>The new experience of travel: Understanding how today's generation travels</i> Michelle Cruz Market Lead - PH KLOOK TRAVEL
Break	2:50-3:05	COFFEE BREAK		
		Set up for Networking Night	<i>From Start-up to Grown-up</i> Paul Rivera, CEO and Founder KALIBRR	<i>Growth Strategies for Start-up</i> Patrick Gentry, CEO and Co-Founder, SPROUT SOLUTIONS
Breakout	3:05-3:55			
Plenary	4:00 -6:00	NETWORKING NIGHT		

		Day 2 (May 31)		
		Sinulog (Plenary)	Humabon	Mayi
	9:00-9:10	DIGICON DAY 2 OPENING		
Plenary	9:10-9:40	<i>Empowering businesses to grow on digital</i> Samuel Jeanblanc, Market Lead, Philippines GOOGLE		
Plenary	9:40-10:10	PANEL DISCUSSION: Dennis Perez, Margot Torres, Leigh Reyes (IMMAP)		
Plenary	10:10-10:40	<i>Content to E-Commerce</i> Arianne Kader-Cu, Country Head VIU		
Plenary	10:40-11:10	<i>Less Content, More Context: The role of experience + Culture in Contextual Commerce</i> Michael Patent, Founder CULTURE GROUP		
Plenary	11:00 -11:40	Brand Advocacies Karen Alba – Alday , Digital Marketing Head NESTLE		
	11:40 -1:00	LUNCH BREAK		
Plenary	1:00-1:50	Carlo Ople VP Digital Strategy PLDT		
Breakout	2:00-2:50	<i>Winning Omnichannel: Finding Growth in a Reinvented Retail</i> Des B. Deocareza, New Business Development Head KANTAR WORLDPANEL	How a Secured & Private Platform Empowers Users to Do More Lana Macapagal Marketing Manager VIBER	IG Stories School Jara Amin Account Manager for Growth Businesses, PH FACEOOK
Break	2:50-3:05	BREAK		
Breakout	3:05-3:55	Paulo Campos, Co-Founder and CEO ZALORA	<i>Cracking the Social Media Influencers Code</i> Donald Lim, CEO DENTSU Followed by Panel Discussion with Content Creators Moderated by Donald Lim and Bryan Yap	<i>The Fundamentals of UX</i> Phil Smithson, Managing Director On-Off Group
Breakout	3:55-4:45	<i>Data-driven Brand Activation Using data to breathe new life to BTL campaigns</i> Doc Ligtot, CTO and Founder CIRROLYTIX		
PLENARY	4:55-5:20	CLOSING PLENARY: Leigh Reyes President and Chief Creative Officer - PH, MULLENLOWE		
	5:20	CLOSING CEREMONY		