



#PANABeyond60
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DATE: October 2, 2019

VENUE: Forbes Ballroom, Conrad Manila

PROGRAM FLOW

- 7:30 - 9:00 - Registration
- 9:00 - 9:15 - Welcome Remarks
- 9:15 - 10:45 - First Session - Asian Branding Strategy
- 10:45 - 11:00 - Bio & Coffee Break
- 11:00 - 12:30 - Second Session – Family Business Strategy
- 12:30 - 1:30 - Lunch
- 1:45 – 2:30 - Panel Discussion with the Delegates
- 2:45 – 4:15 - Third Session – Disruption through Digital Transformation
- 4:15 – 4:45 - Q&A with Delegates
- 4:45 Onwards - Closing Remarks, Book-signing, Photo Opportunity

MODULE SYNOPSIS

Module 1: Asian Brand Strategy

The growing emphasis on branding and brands to drive shareholder value and competitiveness will move up the boardroom agenda and become one of the most prominent value drivers in Asia in this century.

Martin Roll will provide case stories on Asian and global brands, and illustrate how companies and young business leaders can employ branding as successful catalysts for leadership and long-term performance to grow and prosper. Branding is a very effective catalyst for better leadership and helps the boardroom to drive a shared vision throughout the organization.

Offering insights, knowledge and perspectives on branding as a strategic tool for Asian businesses, Martin Roll will define The 10 Brand Leadership Principles that will drive breakout success, sustain profitability and financial impact in this century for Asian businesses.

The speaker will address the following themes:

- Branding & Brands: A Global perspective
- The Asian Brand Leadership Model
- The role of the board and the CEO
- The Chief Marketing Officer
- How to lead brands effectively
- Building customer-centric brands
- Customer Journeys
- Brands as powerful growth catalysts
- How brands drive sustained business impact
- Insights & Brand cases from selective industries

Module 2: Family Business Strategy: Leading Future Paths With Impact

The long-term value for family businesses are driven by two distinct perspectives:

Performance (business) and Platform (family). It is critical to lead and balance between the two value drivers, and take into consideration the strategies for both perspectives with a long-term lens to become an enduring entity that lasts for generations.

Successful family businesses establish a clear view of what the family as well as the business bring to the world, why it matters to stakeholders, who will do it, how the family will do it and when they do it. It is a careful and curated balance of past, present & future.

Family business strategy requires the creation and definition of a distinct clarity at the core, the definition and agreement on a shared future vision among family members (often across multiple generations with diverse perspectives and motivations), and the relentless leadership and execution of the overall future strategy.

The speak will address the following themes:

- Family Business Strategy: A Global Framework
- The long-term view as a distinct driver of strategy
- The roles of the family and family members
- Succession as a constant concern
- Driving long-term impact in a family business
- Importance of branding for business families
- Balancing risks, rewards and governance
- Branding: Perspectives on long-term value creation

Module 3: Disrupting the Enterprise with Digital Transformation

The digital disruption is everywhere in global business driven by a constant plethora of new technologies. The key concern for global business leaders is simple: How can we keep up and get at the forefront of the next frontier?

In a hyper connected and fast-paced, digitalized world, Martin Roll counsels an impressive global client base on how to manage strong, winning brands through the impactful leadership of high-performing, customer-centric businesses. He will discuss how to digitally transform a business across all its complex aspects, and provide a global perspective, best practices and hands-on road maps.

The era of customer empowerment and digital technology is for real. The sooner companies and business leaders learn to manoeuvre the changed lanes of global business, the better it will be for their survival and sustained success.

The success of tomorrow's business leaders will be defined by their ability and willingness to drive a powerful digital transformation agenda: Daring, Bold & Different.

The speak will address the following themes:

- Digital Transformation: A Global Perspective
- Digital as a powerful change agent
- The role of leadership
- Best global practices in digital transformations
- People & Culture: How to align the organization behind digital
- A practical road map for successful transformations
- How digital transformations can drive sustained business impact