

BRAND MAGIC SUMMIT 2019DATE: THURSDAY, 25TH APRIL, 2019

VENUE: TRIANON CONVENTION CENTRE, TRIANON

TIME: 09:00 -17:30



PROVISIONAL AGENDA

8:15 - 9:00	Registration / Refreshments
9:00 - 9:05	Welcome Address - Ravin Lama, Chairman, Organising Committee, Brand Magic Summit 2019
9:05 - 9:10	Address by the Chief Guest
9:10 - 9:15	Launch of The Brand Book 2019
9:15 - 10:00	Staying Creative in a Data-Driven Era - Tay Guan Hin, Founder/ Global Chief Creative Officer, TGH Collective, Singapore
10:00 - 10:45	Brand Communities – The Magic of Managing Brands Today - Lulu Raghavan, Managing Director, Landor Mumbai, India
10:45 - 11:15	TEA/COFFEE BREAK
11:15 - 12:00	REAL. QUICK. The Importance of Authenticity and Simplicity for Brands in the Digital World - Steve Owen, Founder, I am SO, UK
12:00 - 12:45	Using Creativity as a Force for Business, Change and Good – Joe Pullos, Festival Director, Spikes Asia
12:45 - 13:45	LUNCH BREAK
13:45 - 14:30	AI, asked Alexa? Elementary, my dear Watson, replied Siri! It's not only the future, it's already your present, and it may not be the gift you expect, added Cortana! - Marc Israel, CEO, Aethis Ltd., Mauritius
14:30 - 15:15	Brand Loyalty: It's All About Quality. What Does It Mean in the Digital Age? – Mohamed Khan, CEO, Financial Services Institute, Mauritius
15:15 - 15:45	SPIKES Festival Film Show Reel
15:45 – 16:00	Closing Remarks - Christina Chan Meetoo, Senior Lecturer in Communication and Media, University of Mauritius
16:00 – 16:30	TEA/COFFEE BREAK
16:30 – 17:25	Top Brands of Mauritius Awards Ceremony Revealing Mauritian Top Brands 2019 and Their Creative and Communication Strategies - Virginie Villeneuve Anaudin, TNS Head of Strategy and Market Intelligence of Kantar TNS Indian Ocean
17:25 – 17:30	Vote of Thanks - Bhawana Maskey, Director, Mind Initiatives Ltd.
18:00 - 20:00	Networking Cocktails