

BRAND MAGIC SUMMIT 2019

DATE: THURSDAY, 25TH APRIL, 2019

VENUE: TRIANON CONVENTION CENTRE, TRIANON

TIME: 09:00 -17:30



AGENDA

8:15 - 9:00	Registration / Refreshments
9:00 - 9:05	Welcome Address - Ravin Lama, Chairman, Organising Committee, Brand Magic Summit 2019
9:05 - 9:50	Staying Creative in a Data-Driven Era - Tay Guan Hin, Founder/ Global Chief Creative Officer, TGH Collective, Singapore
9:50 - 10:35	Brand Communities – The Magic of Managing Brands Today - Lulu Raghavan, Managing Director, Landor Mumbai, India
10:35 - 11:00	TEA/COFFEE BREAK
11:00 - 11:05	Address by the Chief Guest - Ag. President of the Republic of Mauritius, H.E. Mr. Paramasivum Pillay Vyapoory, G.O.S.K.
11:05 - 11:10	Launch of The Brand Book 2019
11:10 – 11:15	Announcement – Stephane Chasteau De Balyon, VP, Association of Communication Agencies (ACA)
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, Aetheis 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 – 15:35	SPIKES Festival Film Show Reel
15:35 – 15:45	Closing Remarks - Christina Chan Meetoo, Senior Lecturer in Communication and Media, University of Mauritius
15:45 – 16:15	TEA/COFFEE BREAK
16:15 – 17:25	Top Brands of Mauritius Awards Ceremony Revealing Mauritian Top Brands 2019 and Their Creative and Communication Strategies - Virginie Villeneuve, TNS Head of Strategy and Market Intelligence of Kantar TNS Indian Ocean Handing over of Trophies and Certificates
17:25 – 17:30	Vote of Thanks - Bhawana Maskey, Director, Mind Initiatives Ltd.
18:00 - 20:00	Networking Cocktails