

SOPA MEDIA INSIDERS SERIES

“SOPA MEDIA RESEARCH: A STAKEHOLDER FORUM”

The Foreign Correspondents' Club, 3:30pm - 6:00pm
27th Aug 2008, Wednesday

Insightful presentations by three leading global research companies in the industry:



Steve Garton
Executive Director,
Svnovate Ltd



Jenny Heak
Business Dev't Director, Asia
Ipsos Media



David Webb
Client Director,
The Nielsen U.K.

Joining the panel discussion three distinguished regional media strategists on the changing priorities and needs in media research that impacts our business:



MC/Moderator: Jonathan Hardy
Managing Director,
Energy Media Networks Ltd



Florence Oong
Director, Communication Insights,
Asia Pacific,
Omnicom Media Group



Pushkar Sane
General Manager,
Starcom IPAsia

Supporting Partner:



EVENT RUNDOWN:

- 3:30pm - 4:00pm Registration, networking & high tea
- 4:00pm - 4:10pm Welcome guests and introduction of panelists
- 4:10pm - 4:35pm Presentation (1) - **“Global Trends & Developments in Media: 7 Things You must Know Today to Compete Tomorrow”**
by Steve Garton, Global Head of Media, Synovate Ltd
- “How consumer behaviour is changing? How media consumption is shifting? What marketers and media owners must do to address to the constant changes? Tap into the insights of latest global developments that help you compete in tomorrow’s world.”**
- 4:35pm - 5:00pm Presentation (2) - **“Managing the Media Brand in a Multi-Platform World”**
by Jenny Heak, Business Development Director, Asia, Ipsos Media
- “Few and far between are the media operating on a single platform in 2008. As more and more touchpoints are added to what were once simply magazines or newspapers, what role can research play in making publishers think like brand managers?”**
- 5:00pm - 5:25pm Presentation (3) - **“Measuring Online & Wireless Effectiveness”**
by David Webb, Client Director, The Nielsen U.K.
- “Online and wireless extension is no longer a trend but a business reality facing the publishing industry. How can the industry better sell the digital and virtual spaces? How to better measure its effectiveness and the new ways moving forward in response to the ever-changing new media landscape?”**
- 5:25pm - 5:55pm Panel Discussion **“The Compounded Power of Print and Digital - The Research Needs & Filling the Gap”** + Q&A by Audience
- Research: Susanna Lam (Synovate), Jenny Heak & David Webb
 - Starcom IP Asia: Pushkar Sane, General Manager
 - Omnicom Media Group: Florence Oong (SIN-based), Director of Communication Insights, Asia Pacific
 - Moderated by: Jonathan Hardy, Managing Director, Energy Media
- 5:55pm - 6:00pm Closing Remarks
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Steve Garton

Steve Garton has 37 years of experience working on the client, advertising agency, media owner and market research sides of the business, based in the UK, Australasia, and Asia Pacific. He has developed entirely new services for sectors such as the Internet, and built multi-regional surveys such as PAX, the currency for upscale audiences in Asia Pacific, Middle East and beyond.

He is particularly focused on the discovery of new insights into the relationship between media and its audiences, and how digital technology will influence the future of advertising.

Steve is a frequent public speaker at major international events and holds an MA at Oxford University.

Jenny Heak

Born and raised in Northern Ireland, Jenny moved to Hong Kong, via Oxford (University) and London (starting out at the IHT and moving on to Kantar Media Research and Global TGI) in 2006 when she joined Ipsos Media.

As Business Development Director, Asia, she is responsible for the Business Elite client base across the region and a growing repertoire of other media business for Ipsos, including the roll out of a range of Ipsos Media approaches to Asia-based clients for the first time.

A full member of the Chartered Institute of Marketing, she has first hand experience in consumer and business-to-business marketing departments in technology, research and media companies and has a particular interest in strategic marketing and communications.

David Webb

At Nielsen Online, David oversees management of clients in broadcast, print, social media, gaming and entertainment sectors for the UK. The focus of his role is to develop closer relationships with these clients, helping them understand their digital user base and how new technologies and trends impact their advertising business. David spearheads the delivery of new custom services & products to clients, moulding a global suite of products to suit local needs.

David joined Nielsen from CNN International where he held dual roles, heading up digital research globally and overseeing advertising research in EMEA. He oversaw the measurement and reporting of all digital platforms for the international division, developing proprietary studies to understand user behaviour and advertising effectiveness on

emerging platforms such as video and mobile. David holds a degree in Business Studies from Southampton Business School and a Masters in Applied Social and Market Research from Westminster University.

Florence Oong

Florence heads up OMG (Omnicom Media Group) Insights division for Asia Pacific. Her key role is to develop research and consumer insights programs to drive better and more holistic understanding of media and consumers for our clients.

Florence has over 20 years of research experience and has done work across many industry sectors such as Fast food, Credit cards, Telecommunications, Skincare, Automobiles and Media. 8 years with OMD, Florence has initiated numerous key studies for the network in the region – Optimum Impression (the first and only ad noting study on newspapers conducted by a media agency in the region), Web Direction (one of the pioneers of research into internet and online behavior in 1999), global studies on families and youth and an extensive regional study on women.

Florence also manages the research consultancy arm of OMD, Ignition. She develops bespoke services to clients who are looking for integrated research solutions. The work includes managing consumer panels, qualitative consumer observations and trends, econometric modeling and MCA.

Prior to OMG, Florence was the Executive Director of Media Services in Nielsen Singapore, overseeing the Media Department which largely provided all the media research currencies in Singapore then. That included the National TV panel, the Media Index Survey, the Radio Diary panel and the advertising expenditure monitoring service.

Pushkar Sane

Passion, Technology, Imagination, Experimentation & Risk Taking are integral to Pushkar's personality and have been instrumental in Pushkar taking up new challenges & roles over last decade. In his current role Pushkar heads Starcom IP (the digital practice of Starcom MediaVest Group) across Asia. He has been instrumental in transforming SMG's digital game in Asia and believes that his task is far from over.

A strong believer in Integration Pushkar has dabbled with almost all the functions in modern communications business by having worked in different roles in Account Management, Strategy, Digital, CRM, Data Analytics, Technology and Media. He possesses strong understanding

of categories like Consumer Electronics, IT, Telecom, Automotive, FMCG, Food & Beverages, Tourism, by having worked on clients like General Motors, Samsung, Intel, TATA Motors, P&G, Amul and Hong Kong Tourism to name a few. Previously Pushkar worked for FCB (now DRAFTFCB) in India & Hong Kong and Euro RSCG Worldwide in HK.

Pushkar keeps a regular speaking schedule in various industry events. Some of his past engagements include ad:tech (Asia & USA), Asia Pacific Media Forum, ADMA digital marketing conference, Next Generation Web Marketing conference, Piper Jaffray China Growth Conference. He is an active contributor to industry publications & initiatives & serves on the global panel of judges for ad:tech awards. He has also won several awards.

Pushkar holds a Bachelor of Science in Physics, a Post Graduate Diploma in Computer Applications from MS University of Baroda (India) and a Post Graduate Diploma in Advertising & Communications Management from NMIMS Mumbai (India). He lives in Hong Kong with his wife Bashuli. He is passionate about Gadgets, Photography, Travelling and plays Chess, Tennis & Squash.

Jonathan Hardy

Jonathan Hardy started his media career with Haymarket Publishing in the UK and soon after relocated to Hong Kong, where he held positions with Cheney Communications, Newsweek and Fortune.

He was transferred by Fortune to New York where he took on the role of International Advertising Director. This was followed by a move to DoubleClick as International Business Development Director, supporting the growth of DoubleClick's 22 networks around the world.

In 2001 he returned to Asia to become Managing Director, Greater China, for Dow Jones' corporate sales and marketing team in Hong Kong.

At the beginning of 2005 he founded China Media Solutions to provide media sales and consultancy services to print and web publishers looking to expand their advertising businesses across Asia. Re-branded as Energy Media Networks, this business has now established a solid portfolio of print and online publishing clients that deliver reach to affluent, professional audiences around the world.

Included in this list of blue chip media titles are: The Financial Times, Conde Nast Traveler, Internet.com The Week, Handelsblatt, Reuters, The Daily Telegraph, The International Herald Tribune and The New York Times.



REGISTRATION FORM

SOPA MEDIA INSIDERS SERIES: “SOPA MEDIA RESEARCH: A STAKEHOLDER FORUM”

Please fill in the registration form below and email to mail@sopasia.com or fax to (852) 2882 4673. Call (852) 2882 2555 for more details. Book before 22nd August, 2008.

Date : August 27, 2008 (Wednesday)
Time : 3:30pm - 6:00pm
Venue : The Foreign Correspondents' Club (No. 2, Lower Albert Road, Central, Hong Kong)
Fees : SOPA Members: HK\$250 per person
Non-SOPA Members: HK \$350 per person
(High tea is included)

We would like to reserve _____ seats
@ SOPA Member HK\$250 @ Non Member HK\$350

Total: HK\$ _____

Name of Company		
Address		
Contact Person		
Tel:	Fax:	Email:

Name of Guests	Job Titles	Email

*Cheque should be made payable to “The Society of Publishers In Asia Ltd.” and must reach SOPA Secretariat no later than 25th August, 2008.
(Address: Rm. 702, 7/F Tak Woo House, 17-19 D’Aguilar Street, Central)

Supporting Partner:

