

## Proving the Value of Communications

Tuesday, 27<sup>th</sup> November, 2018

### AGENDA

09:00: Registration

09:15: Welcome

**Francis Ingham MPRCA**, Director General, PRCA  
Chief Executive, ICCO

09:20: ICCO World Report Results

**Francis Ingham MPRCA**, Director General, PRCA  
Chief Executive, ICCO

09:40: **Emma Jenkins MPRCA**, Senior Vice President, LEWIS

10:10: Panel Discussion: “**Getting the client on board**”

Moderated by **Lee Nugent MPRCA**, Regional Director APAC, Text100

- **Serina Tan**, General Manager, Allison + Partners
- **Niki Torres**, Growth PR Lead, Skyscanner
- **Samantha Ng**, Regional PR Manager, Ninja Van

10:40: Tea & Coffee Break

11:00 **How Does Your Measurement Effort Compare? A Presentation of the new M3 Measurement Mapper Tool Developed by AMEC**

**Prashant Saxena**, Head of Insights, Isentia

11:40: Panel Discussion: “**Making measurement a fundamental component in every campaign**”

Moderated by **Mimrah Mahmood**, APAC Regional Director, Meltwater

- **Eva Sogbanmu**, Director of External Communications, JLL
- **Karen Chang**, Senior Communications Manager Asia Pacific Accor Hotels
- **Julian Chow MPRCA**, Head of Digital, Text 100

12:10: Closing Remarks and Close

**Francis Ingham MPRCA**, Director General, PRCA  
Chief Executive, ICCO