

## **ADLS 2018 TENTATIVE PROGRAMME**

### **8.15AM**

ARRIVAL OF GUESTS & REGISTRATION

### **8.50AM**

SUMMIT BEGINS WITH NATIONAL ANTHEM

### **9.00AM**

WELCOMING REMARKS BY YBHG. TAN SRI LEE KIM YEW

The Founder & Chairman of Country Heights Holdings Bhd

### **9.15AM - PRESS CONFERENCE**

### **9.20AM**

DISRUPTING DIGITAL MARKETING

Jon Steinberg / The man behind BuzzFeed will infuse you with strategies for digital, mobile and viral advertising.

### **10.40AM-11.00AM - BREAK**

### **11.00AM**

ENTREPRENEURSHIP IN THE DISRUPTIVE ECONOMY

Ram Charan / The Guru of disruptive marketing is set to import years of experience working with Fortune 500 companies, survival skills for today's ever-changing business environment, and nurturing future leaders.

### **12.15PM-1.50PM - BREAK**

### **1.50AM**

BEXTREME YOU: FAILURES ARE FUTURE SUCCESSES

Sarah Robb O'Hagan / The re-inventor of brands will inspire you to discover and transform your company and yourself to reach your full potential. Disrupt your environment and be a leader.

### **3.05AM**

ARRIVAL OF GUEST OF HONOUR, YBHG. TAN SRI DR. ALI HAMSA

The Chief Secretary to the Government of Malaysia

### **3.30AM**

INNOVATION IN THE DISRUPTIVE ECONOMY

Marc Randolph / The experienced leader will share dozens of effective tips and ideas to make your company more responsive to changing conditions.

### **4.45PM-5.00PM - BREAK**

### **5.00PM**

THE NEW AGE OF BRANDING

Scott Deming / The master of branding and customer retention will give you tips on increasing market and customer share.

### **6.15PM**

CONFERENCE ENDS

**Guest of Honour is YBhg. Tan Sri Dr. Ali Hamsa, Chief Secretary to the Government of Malaysia**