

ALSMA 2016 Annual Conference Agenda

17-19 October

Hyatt Regency Phuket Hotel

Phuket, Thailand

"Making Money from Digital: Practical Advice for Publishers"

ALSMA 2016 will focus on what it takes to drive profitable digital revenue. This requires a careful examination of each element of going to market with digital products and services, including sales, marketing, product development, operations and finance. This event will break down these elements and offer practical advice that publishers can take home and immediately apply to their businesses.

Conference Chairs

Charles Laughlin, Laughlin Consulting Group (USA)

Oscar Sousa Marques, President, ALSMA (Macau)

Conference Speakers

Peter Buxton, General Manager, MMRD (Myanmar)

Ricardo D. Bautista, CEO, Directories Philippines Corporation (Philippines)

Jojo Colina, Technology Consultant, Directories Philippines Corporation (Philippines)

Roger Do, CEO and Co-founder, Qsearch (Singapore)

Bernhard Friedrichs, VP Partnerships, uberall (Germany)

Amedeo Guffanti, Founder and CEO, GotU.io (UK)

Danny Hen, Director of Sales and Partnerships, Camilyo (Israel)

David Kang, Founder, GED (South Korea)

Thomas Lang, Co-founder and CMO, Timify (Germany)

Charles Laughlin, Laughlin Consulting Group (USA)

Oscar Sousa Marques, President, ALSMA (Macau)

Andrew McMahon, Product Director, Local Data and Partner Management, Mapquest (USA)

Vladimir Miloserdov, CEO, Alauras Software (USA)

Jana Moser, Data Privacy Innovator, DataReality (Germany)

Natty Kanyanat Piticharoen, Thailand SMB Account Manager, Facebook (Thailand)

Manish Patel, CEO, Brandify (USA)

Paul Plant, Principal, Radicle Consulting (UK)

Neal Polachek, Owner, Board Advisors (USA)

Chutidej Printhatipa, Managing Director, Teleinfo Media (Thailand)

Hock-Koon Song, CEO, Yoolk (Malaysia)

Ponnanna Uthappa, GM, Tata Consultancy Services (India)
Alvin Ooi, Co-founder, Wia Global Technology (Malaysia)
Paolo Portioli, COO, GotU (UK)

16 October (Sunday)

14:30 - 17:00 **Delegate Registration**
Please approach the registration desk for badge and other materials.
Delegate badge is required for admission to all events including lunches
and meetings. Please wear your badge at all times.
Lobby, Hyatt Regency Phuket

17 October (Monday)

06:30 - 09:30 **Buffet Breakfast**
For in house guests only

09:30 - 11:30 **Delegate Registration**
Please approach the registration desk for badge and other materials.
Delegate badge is required for admission to all events including lunches
and meetings. Please wear your badge at all times.
Foyer of Meeting Room Kamala 1 and 2, Hyatt Regency Phuket

11:30 - 13:30 **Welcome Lunch**
Delegate badge is required for admission to the welcome lunch.
The Pool House, Hyatt Regency Phuket

13:30 - 17:30 **Conference**
Meeting Room Kamala 1 and 2, Hyatt Regency Phuket

Day 1: The Future of Digital Products and Services

13:30 - 13:50 **Conference Kick-off: The APAC Local Search and Commerce Landscape**

Conference chairs Charles Laughlin and Oscar Sousa Marques will ground this year's conference with an overview of macros trends in digital advertising and marketing services as well as trends specific to the Asia-Pacific local digital marketplace. This opening talk will offer important context for the event that follows.

Speakers: Charles Laughlin, Laughlin Independent Consulting, conference co-chair; Oscar Sousa Marques, President, ALSMA, conference co-chair

13:50 - 14:20

Headline Talk:

Chances and Challenges of Data Monetization in Digital Competition

The Internet is borderless and so is competition and regulation. The transformation from offline to digital demands that publishers understand digital trends. Additionally, rising concerns about privacy require diligent consideration of legal restrictions concerning the use of data. Data expert Jana Moser will help us understand the digital trends and opportunities with special regard to challenges by privacy regulation.

Speaker: Jana Moser, Data Privacy Innovator, DataReality

14:20 - 14:40

Featured Case Study: Evolving a Creative Digital Environment

Speakers: Jojo Colina, Technology Consultant, Directories Philippines Corporation; Vladimir Miloserdov, CEO, Alauras Software

14:40 - 15:10

Headline Talk: Facebook

Social is a hot area in the local and SME space. And no social platform is more important to SMEs than Facebook. We will hear directly from one of the social media giant's top regional executives on its vision for the Asia SME market.

Speaker: Natty Kanyanat Piticharoen, Thailand SMB Account Manager, Facebook (Thailand)

15:10 - 15:30

Presentation: Social Media Products for SMEs

Following Facebook's talk on the future of social media for SMEs, GotU will offer its view on how best to enable small-businesses to engage with social media advertising.

Speaker: Amedeo Guffanti, Founder and CEO, GotU.io (UK)

15:30 - 16:00

Refreshment Break

- 16:00 - 16:30 **Featured Presentation: Chatbots and Messaging Apps**
Welcome to the world of “conversational commerce” where messaging apps like Facebook Messenger, Slack, Kik and others are increasingly facilitating commerce. How does this emerging new world work? And more importantly, what business opportunities does it present to publishers?
Speaker: Roger Do, CEO and Co-founder, Qsearch
- 16:30 - 17:00 **Featured Presentation: Smartphone Charging as a Location-based Service**
A common pain point for any consumer is keeping their mobile device charged while on the move. South Korea’s GED has found an innovative way to combine the need for fast mobile charging with the revenue opportunities in location-based services.
Speaker: David Kang, Founder, GED (South Korea)
- 17:00 - 17:30 **Featured Presentation: AR/VR and the Future of Media**
Augmented reality/virtual reality is a very new industry with a long way to go before it generates real revenues. Yet the potential applications to everything from entertainment to shopping to medicine are potentially game changing. We’ve invited an AR/VR developer to join us to demonstrate the promise of this exciting emerging technology.
Speaker: Alvin Ooi, Co-founder, Wia Global Technology (Malaysia)
- 19:00 **Transfer to Welcome Dinner**
Please gather for the transfer to dinner
Lobby, Hyatt Regency Phuket
- 19:30 - 21:30 **Welcome Dinner (Sponsored by Toppan Leefung)**
Baan Rim Pa Kalim
- 21:45 **Transfer to Hyatt Regency Phuket**
Dinner transfer is available from the restaurant to official hotel

18 October (Tuesday)

- 06:30 - 08:45 **Buffet Breakfast**
For in house guests only
- 08:15 - 09:00 **Delegate Registration**
Please approach the registration desk for badge and other materials.
Foyer of Meeting Room Kamala 1 and 2, Hyatt Regency Phuket
- 09:00 - 16:30 **Conference**
Meeting Room Kamala 1 and 2, Hyatt Regency Phuket

Day 2: The Future of Digital Sales and Marketing

- 09:00 - 09:15 **Day 1 Highlights and Day 2 Preview**
- 09:15 - 10:30 **Digital Developments in ASEAN Markets**
Publishers from Southeast Asian markets will share how they are developing digital from a legacy base, and the challenges they face along the way. They will offer as well a view of what the future holds for digital advertising and services.
Speakers: Peter Buxton, General Manager, MMRD (Myanmar); Chutidej Printhitipa, Managing Director, Teleinfo Media (Thailand); Ricardo D. Bautista, CEO, Directories Philippines Corp. (Philippines)
- 10:30 - 11:00 **Refreshment Break**
- 11:00 - 11:30 **Featured Presentation: Building Sustainable SME Relationships**
With the world moving increasingly towards a fully digital economy, small and mid-size enterprises (SME) need more innovative products/solutions to remain competitive. Yoolk CEO Hock-Koon Song will examine following questions. With the rising expectation from their clients, how can directory publishers serve SMEs more effectively? And, what is the best way to deliver the innovative applications/tools are being developed everyday to SMEs in a unified manner? Yoolk has created Enterprise Centre (EC), a collaborative platform for small businesses looking to improve their business performance by taking advantage of today's Internet technologies.

Speaker: Hock-Koon Song, CEO, Yoolk (Malaysia)

11:30 - 11:50

Featured Presentation: Measurement, ROI and Attribution

Proving value is a never ending challenge in digital media, and low perceived ROI is a common reason cited for advertiser churn. Perhaps the biggest challenge is connecting the dots between a search conducted online and a purchase made in the offline world. Digital industry veteran and Local Search Association board member Manish Patel will offer a point of view on what the future holds for more effective performance measurement and attribution.

Speaker: Manish Patel, CEO, Brandify (USA)

11:50 - 12:00

Featured Case Study: The Future of Appointment Book and How to Monetize It

Speaker: Thomas Lang, co-founder and CMO, Timify

12:00 - 14:00

Networking Lunch

14:00 - 14:30

Featured Case Study: Presence Management for SMBs and Enterprises

Speaker: Bernhard Friedrichs, VP Partnerships, uberall

14:30 - 14:50

Featured Case Study: See Chat, Any Business, Any Time

SeeChat offers a real world example of a conversational commerce start-up. Singapore-based See Chat allows business to interact with customers via mobile chat without requiring the customers to reveal their mobile numbers.

Speaker: Swami Sekar, CEO, Winimy See Chat

14:50 - 15:10

Featured Presentation: Data-Driven Selling

Yellow Pages publishers have not traditionally relied on data to sell. They just sent reps out to visit every new business. Today, reducing sales costs is one of the most critical KPIs for transforming organizations. Board Advisors' Neal Polachek offers case studies showing how using sophisticated data drives higher conversion on sales contacts, better quality sales and reduced churn.

Speaker: Neal Polachek, Owner, Board Advisors

15:10 - 15:40

Refreshment Break

- 15:40 - 16:00 **Featured Case Study: Overwhelmed by Choice: Is Product-based Selling Failing SMBs and MSPs?**
Speakers: Danny Hen, Director of Sales and Partnerships, Camilyo; Neal Polachek, Owner, Board Advisors
- 16:00 - 16:30 **Panel Discussion: Fundamentals of Digital Sales**
Industry leaders will share case studies and best practices that will give publishers a road map for improving digital sales performance.
Speakers: Paolo Portioli, COO, GotU (UK); Neal Polachek, Owner, Board Advisors; Paul Plant, Principal, Radicle Consulting
Moderator: Charles Laughlin, conference co-chair
- 16:30 - 18:00 **ALSMA Board of Directors Meeting (by Invitation Only)**
- 19:00 **Transfer to Networking Dinner**
Please gather for the transfer to dinner
Lobby, Hyatt Regency Phuket
- 19:30 - 21:30 **Networking Dinner (Sponsored by uberall)**
Acqua Restaurant
- 21:45 **Transfer to Hyatt Regency Phuket**
Dinner transfer is available from the restaurant to official hotel

19 October (Wednesday)

- 06:30 - 08:45 **Buffet Breakfast**
For in house guests only
- 08:15 - 09:00 **Delegate Registration**
Please approach the registration desk for badge and other materials.
Foyer of Meeting Room Kamala 1 and 2, Hyatt Regency Phuket
- 09:00 - 12:00 **Conference**
Meeting Room Kamala 1 and 2, Hyatt Regency Phuket

Day 3: Tying it All Together

09:00 - 09:10

Day 2 Recap

09:10 - 09:40

Featured Presentation: The Rise of Location Intelligence

The location based services industry arguably began with MapQuest, the American company that invented online mapping. So who better than MapQuest's head of product to walk us through the progression of the location-based services industry from inception through to its future possibilities for help bring buyers and sellers together in real time.

Speaker: Andrew McMahon, Product Director, Local Data and Partner Management, Mapquest (USA)

09:40 - 10:10

Featured Presentation: The Digital Transformation Challenge, Experiences from both Sides of the Atlantic

The digital challenge for the local search industry has many common elements across the globe. The challenge is about blending the physical and digital to create an ecosystem between the brand and consumer across the two worlds. This presentation will recall the transformation journey of large local search companies in the US and UK. It will showcase the challenges identifies, responses invokes, outcomes achieved and course corrections required. It will then briefly examine the possibilities for the future.

Speaker: Ponnanna Uthappa, GM, Tata Consultancy Services

10:10 - 10:30

Featured Presentation: Innovations in Video

Video is a fast growing aspect of local online media -- both as an ad medium for local businesses and as a means of telling stories and engaging with customers and prospects. There is a lot of innovation taking place around the creation and distribution of video. This presentation will look at how video is evolving into a critical component of the SME media and marketing mix.

Speaker: Neal Polachek, Owner, Board Advisors

10:30 - 11:00

Refreshment Break

11:00 - 11:30

Featured Presentation: Combatting Churn

High customer churn is a destructive force in local search, eroding both topline revenue and margin and forcing many companies to radically change their business models. One key to improving churn metrics is an

adequate investment in post sales service and support. This presentation will share case studies and best practices from local search companies around the world that have successfully combatted churn.

Speaker: Charles Laughlin, conference co-chair

11:30 - 12:00

Panel Discussion: Key Conference Takeaways and a Roadmap for 2017

Speakers: Neal Polachek, Owner, Board Advisers; Peter Buxton, General Manager, MMRD; Roger Do, CEO and Co-founder, Qsearch

Moderator: Charles Laughlin, conference co-chair

End of Conference