



It's all about execution!

ASIAN LOCAL SEARCH AND MEDIA ASSOCIATION
2015 Annual Conference

November 4th to 6th
Sheraton Imperial Kuala Lumpur Hotel, Kuala Lumpur, Malaysia



TM Info-Media Sdn Bhd



ALSMA Annual Conference 2015 Agenda

4 November (Wednesday)

09:00 - 15:00

Golf Tournament

Additional charge will be applied.
More details will be provided after registration.

14:30 - 17:00

Delegate Registration

Please approach the registration desk at the side lobby for badge and other materials.
FIC Lobby (Faber Imperial Court Lobby), Sheraton Imperial Kuala Lumpur

19:00

Transfer to Welcome Dinner

Please gather at Sheraton's side lobby for the transfer to dinner
FIC Lobby (Faber Imperial Court Lobby), Sheraton

19:30 - 21:30

Welcome Dinner (Sponsored by Yext)

Tamarind Springs

21:45

Transfer to Sheraton Imperial Kuala Lumpur Hotel

Dinner transfer is available from the restaurant to official hotel

5 November (Thursday)

06:30 - 08:45

Buffet Breakfast

For in house guests only
Essence, Level 1, Sheraton

08:15 - 08:45

Delegate Registration

Please approach the registration desk for badge and other materials
Do@M, Mezzanine Floor, Sheraton

09:00 - 16:30

Conference

Do@M, Mezzanine Floor, Sheraton

Conference Kick-off

09:00 - 09:20

Industry Imperatives: The ALSMA 2015 Agenda

The ALSMA 2015 organizers will outline the key imperatives facing members of the Asian local search community. These findings derive from a survey of the Asian local search community. This session will serve as a roadmap for the discussions to unfold over the next two days.

Speakers: Charles Laughlin, SVP & Senior Analyst, BIA/Kelsey; Oscar Sousa Marques, President, ALSMA; Jose Lema, Consultant, Lema-Abreu Consulting

09:20 - 09:40

Headline Presentation: Preparing for the Digital First Economy

Every student leaving school today will spend their lifetime consuming information in a digital-first fashion. Companies connecting buyers and sellers in this digital first economy need to adapt to this reality or face rapid extinction. Radicle Consulting founder Paul Plant examines the characteristics and behaviors of digital first consumers. Plant will specifically examine how they interact with the corporate world, not just in terms of what they buy and where they shop, but also the key influencers of their purchase behavior. What is becoming increasingly important is how these consumers buy, and how they interface with companies and brands today.

Speaker: Paul Plant, Founder, Radicle Consulting

- 09:40 - 10:05 **Featured Case Study: Building a Search Engine for Vietnam -- Being Local is Key**
Speaker: Victor Lavrenko, CEO, CocCoc (Vietnam)
- 10:05 - 10:30 **Featured Case Study: NDrive & Directories Philippines Corp. (DPC)**
Speakers: Bruno Caetano, VP APAC, NDrive; and Doji B. Lopez, VP Customer Solutions Group, DPC
- 10:30 - 11:00 **Refreshment Break (sponsored by Buzzboard)**
- 11:00 - 11:20 **Featured Case Study: Camilyo**
Speaker: Eitan Gelbaum, Head of Customer Success, Camilyo (Israel)
- 11:20 - 12:00 **Headline Presentation: How to Re-brand a Directory Business**
For many companies looking to enter new markets, introducing new brands is the key to reach new audiences with new product categories. At the same time traditional brands need to keep on top of changing search and purchase patterns of their customers. Yet creating a new brand or reinventing a traditional brand is a challenging process, with failures outnumbering successes. Michael Oschmann, CEO of MüllerMedien has successfully expanded beyond his company's Yellow foundation with new brands. He will share insights of MüllerMedien transforming their traditional publishing company brands in the directory sector.
Speaker: Michael Oschmann, CEO, Müller Medien GmbH & Co. KG
- 12:00 - 13:30 **Networking Lunch (sponsored by ASUS)**
Celestial Court (Chinese), Level 3, Sheraton
- 13:30 - 13:45 **Featured Case Study: Beyond Search: How the Yellow Pages directory in Austria (Herold) is setting a new standard in appointment booking**
Speaker: Thomas Lang, CMO & Co-founder, Timify
- 13:45 - 14:00 **Featured Case Study: National Pen**
Speaker: Ron Childs, SVP, Worldwide Commerce, National Pen
- 14:00 - 14:20 **Featured Case Study: Yext**
Speaker: Luis Baptista-Coelho, VP International Partnerships, Yext

- 14:20 - 15:00 **Headline Presentation: The Uber-ization of Search**
Uber and other on-demand apps are having a profound impact on consumer behavior, and the impact is extending into the world of search. This presentation will trace how on-demand services are changing the search industry and what it means to you.
Speaker: Roger Do, CEO & Co-founder, Qsearch
- 15:00 - 15:30 **Refreshment Break (sponsored by NDrive)**
- 15:30 - 16:00 **Headline Presentation: A Look at China Telecom's DIAL-PAGES Service**
Speakers: Yu Liang Bo, CEO, China Telecom Yellow Pages & Niu Gang, Deputy General Manager, China Best Tone Information Service
- 16:00 - 16:30 **Headline Presentation: The Transformation Roadmap**
Transformation is fundamentally about getting an organization to commit to fundamental behavior change. This is particularly true when changing sales organizations. In this talk, Buzzboard's Neal Polachek will talk about how new data and technologies can reward those who commit to the hard work of changing sales behavior with greater efficiency, reduced churn and higher value sales.
Speaker: Neal Polachek, Board Advisor, Buzzboard
- 16:30 - 18:00 **ALSMA Board of Directors Meeting**
By invitation only
- 19:00 **Transfer to Networking Dinner**
Please gather at Sheraton's side lobby for the transfer to dinner
FIC Lobby (Faber Imperial Court Lobby), Sheraton
- 19:30 - 21:30 **Networking Dinner (sponsored by UBL)**
Bijan Bar and Restaurant
- 21:45 **Transfer to Sheraton Imperial Kuala Lumpur Hotel**
Dinner transfer is available from the restaurant to official hotel

6 November (Friday)

- 06:30 - 08:45 **Buffet Breakfast**
For in house guests only
Essence, Level 1, Sheraton
- 08:15 - 08:45 **Delegate Registration**
Please approach the registration desk for badge and other materials.
Do@M, Mezzanine Floor
- 09:00 - 16:30 **Conference**
Do@M, Mezzanine Floor, Sheraton
- 09:00 - 09:15 **Day 1 Highlights and Day 2 Preview**
- 09:15 - 09:30 **Featured Case Study: Yext**
Speaker: Rachel Martin, Director, Global Partnerships, Yext
- 09:30 - 10:10 **Headline Presentation: Staying Ahead of Change**
In Myanmar, print remains the predominant product, the economy is based largely on cash and the digital future seems years away. Myanmar's unique environment presents an interesting challenge for the country's leading directories publisher -- how to mobilize an organization for the (inevitable) digital future while the analog present seems to be working just fine.

Speaker: Peter Buxton, General Manager, Myanmar Market Research Development (Myanmar)
- 10:10 - 10:30 **Featured Case Study: Zaap – ZenFone as a Portal, ZenUI as a Platform**
Speaker: Luke Lu, Director, ASUSTek COMPUTER INC.
- 10:30 - 10:50 **Featured Case Study: Optimizing Local Search with Proximity Marketing**
Speaker: Kumaresh Visvanathan, Business Development Director, EBIZU Sdn Bhd (Malaysia)
- 10:50 - 11:05 **Featured Case Study: Moon Valley Software**
Speaker: Pete Ryan, CEO, Moon Valley Software (United States)

- 11:05 - 11:30 **Refreshment Break (sponsored by Camilyo)**
- 11:30 - 12:10 **Headline Presentation: Building a Digital Culture**
Many media organizations have experienced the frustration of failing to execute on digital transformation strategies. One likely cause is the failure to start by building a digital culture. Digital cultures tend to be flat, nimble, risk-tolerant and comfortable with change. These traits are often the opposite of what we see in most traditional media companies. Thabo Seopa, CEO of Trudon (South Africa) is in the midst of an effort to transform his organization's culture, and he will share a roadmap for achieving cultural change.

Speaker: Thabo Seopa, CEO, Trudon (South Africa)
- 12:10 - 13:30 **Networking Lunch (sponsored by TM Info-Media)**
Villa Danieli (Italian), Level 5, Sheraton
- 13:30 - 13:50 **Featured Case Study: Pete Donlan, Asian Local Hub**
Speaker: Pete Donlan, Managing Director, Asian Local Hub
- 13:50 - 14:30 **Headline Presentation: Rebuilding the Base Towards Contextual Marketing**

Speaker: Alfian Abu Talib, CEO, TM Info- Media (Malaysia)
- 14:30 - 14:50 **Featured Case Study: UWifiNet One IMC and Ikea**
Speaker: Ola Johannes Lind, COO, UWifiNet (China)
- 14:50 - 15:10 **Featured Case Study: Building a System for Rapid Collection of Points of Interest Data**

Speaker: Ekaterina Polkanova, Project Manager, CocCoc (Vietnam)
- 15:10 - 15:30 **Refreshment Break (sponsored by National Pen)**
- 15:30 - 16:00 **Headline Presentation: Opportunities in Location-Based Services**
Location-based advertising is quickly becoming an increasingly dominant force in the local search ecosystem. This session will offer a survey of the technologies and business models driving location based advertising and

commerce -- with an eye to how companies attending the conference can profitably participate.

Speaker: Christian Geissendoerfer, CEO & Founder, Yoose (Singapore)

16:00 - 16:30

Key Conference Takeaways and a Roadmap for 2016

End of Conference

ALSMA 2015 Conference Speakers

Yu Liang Bo, CEO, China Telecom Yellow Pages (China)

[Peter Buxton](#), General Manager, Myanmar Market Research & Development (Myanmar)

[Bruno Caetano](#), Vice President APAC, NDrive (China)

[Ron Childs](#), SVP, Worldwide Commerce, National Pen (United States)

[Luis Baptista-Coelho](#), VP International Partnerships, Yext (United States)

[Roger Do](#), CEO & Co-founder, Qsearch (Singapore)

[Pete Donlan](#), Managing Director, Asia Local Hub (Australia)

Niu Gang, Chairman, China Telecom Yellow Pages, and Deputy GM, China Best Tone Information Service (China)

[Christian Geissendoerfer](#), CEO & Founder, Yoose (Singapore)

[Eitan Gelbaum](#), Head of Customer Success, Camilyo (Israel)

Thomas Lang, CMO & Co-founder, Timify

[Charles Laughlin](#), BIA/Kelsey (United States)

[Victor Lavrenko](#), CEO, Coc Coc (Vietnam)

[Jose Lema](#), Lema Abreu Independent Consultant Lda. (Portugal)

Ola Johannes Lind, UWifiNet (China)

[Doji B. Lopez](#), Vice President Customer Solutions Group, DPC (Philippines)

[Luke Lu](#), Director, ASUSTek COMPUTER INC.

[Rachel Martin](#), Director, Global Partnerships, Yext

[Oscar Sousa Marques](#), President, ALSMA (Macau)

[Michael Oschmann](#), CEO, Mueller Medien (Germany)

[Paul Plant](#), Radicle Consulting Ltd. (United Kingdom)

[Neal Polachek](#), Board Advisor, Buzzboard (United States)

[Ekaterina Polkanova](#), Project Manager, Coc Coc (Vietnam)

[Pete Ryan](#), CEO, Moon Valley Software (United States)

[Thabo Seopa](#), CEO, Trudon Pty Ltd (South Africa)

[Alfian Talib](#), CEO, TM-Info Media (Malaysia)

[Kumaresh Visvanathan](#), Business Development Director, EBIZU Sdn Bhd (Malaysia)

Wang Wei, VP, China Telecom Yellow Pages (China)