

# THE MUSIC MATTERS

## ADVERTISING FORUM

ENTERTAINMENT • MEDIA • BRANDS



in association with **Media**

08 DECEMBER 2009, HIBISCUS ROOM, LEVEL 3, GRAND HYATT SINGAPORE

### PROGRAMME

OPENING: MONDAY, 7 DECEMBER		SPONSOR	
18:00	WELCOME RECEPTION – BUSINESS MATCHING <i>Venue: Bar None, Basement Level, Marriott Hotel Singapore</i>		
TUESDAY, 8 DECEMBER		SPONSOR	
08:30	REGISTRATION		
09:00	<b>WELCOME ADDRESS</b>		
	<ul style="list-style-type: none"> <li>Lynette Pang, Executive Director – Arts &amp; Entertainment and Enrichment, <b>Singapore Tourism Board</b></li> </ul>		
	<b>OPENING REMARKS – SETTING THE SCENE</b>		
	<ul style="list-style-type: none"> <li>Jasper Donat, President, <b>Music Matters</b></li> </ul>		
CONTENT, CONTEXT & THE CONSUMER	09:20	<b>THE FANS – Part 1: A WORD FROM THE STREET</b> The results of Music Matters annual Synovate Survey gives us the here & now of consumers & their passion for music whilst Mindshare look down the pipeline to predict what's up next.	
		<ul style="list-style-type: none"> <li>Ian Stewart, Head of Asia, <b>Friendster</b></li> <li>Steve Garton, Executive Director, Media, <b>Synovate</b></li> <li>Achara Masoodi (Ju), The Scout, <b>Mindshare Asia-Pacific</b></li> </ul>	
BRANDS	09:55	<b>THE BRANDS</b> Showcasing some great case histories from around the world, we meet the brands and the agencies who are getting it right.	
		<ul style="list-style-type: none"> <li>Anthony Ackenhoff, CEO, <b>FRUKT Music</b></li> <li>Kel Hook, Managing Director, <b>Wieden + Kennedy</b></li> <li>Adam Gerard, Tiger Brand Champion, <b>Asia Pacific Breweries Ltd.</b></li> <li>Jeffrey Lemon, Sponsorship Manager - Asia Pacific, <b>Smirnoff</b></li> <li>Nichlas Wall, Marketing Manager Services, Music &amp; Games, <b>Nokia</b></li> </ul>	
	10:45	<b>MORNING COFFEE</b>	
	11:00	<b>THE BRAND PANEL IN DISCUSSION</b>	
	<ul style="list-style-type: none"> <li>Anthony Ackenhoff, CEO, <b>FRUKT Music</b></li> <li>Kel Hook, Managing Director, <b>Wieden + Kennedy</b></li> <li>Adam Gerard, Tiger Brand Champion, <b>Asia Pacific Breweries Ltd.</b></li> <li>Jeffrey Lemon, Sponsorship Manager - Asia Pacific, <b>Smirnoff</b></li> <li>Nichlas Wall, Marketing Manager Services, Music &amp; Games, <b>Nokia</b></li> </ul> <p><i>Moderator:</i></p> <ul style="list-style-type: none"> <li>David Flack, Chief Creative Officer, <b>Noise Associates</b></li> </ul>		

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### BANDS

12:00

#### THE BANDS – Part 1

Artists, Record Labels, Publishers, Promoters, Media Companies (and more) demonstrate some of the great partnership and business opportunities that exist whilst hopefully removing any roadblocks to building successful collaborations.



- Fotini Paraskakis, Director of Production Asia, **Fremantle Media Asia**
- Gary Chen, Founder & CEO, **Top100.cn** (*Google Music China*)

12:30

#### NETWORKING LUNCH

13:30

#### THE BANDS – Part 2

- Sandy Monteiro, SVP(ASEAN), VP-Digital (SE Asia), **Universal Music Group International**
- Michelle Teh, Director, Marketing and Content Partnerships - Asia, **All The Worlds Ltd** (*F1 Rocks*)

14:00

#### THE BANDS PANEL IN DISCUSSION

- Fotini Paraskakis, Director of Production Asia, **Fremantle Media Asia**
- Gary Chen, Founder & CEO, **Top100.cn** (*Google Music China*)
- Sandy Monteiro, SVP(ASEAN), VP-Digital (SE Asia), **Universal Music Group International**
- Michelle Teh, Director, Marketing and Content Partnerships - Asia, **All The Worlds Ltd** (*F1 Rocks*)

*Moderator:*

- Jasper Donat, President, **Music Matters**

14:30

#### IT'S ALL ABOUT THE SONG – THE ARTIST PANEL

- Peter Coquillard, Artist Manager/Music Publisher, **Nettwerk Music Group**
- Chloe Wang, Artist, **Nettwerk Music Group**
- David Tan, Lead Singer, **Electrico**
- Susanna Ng, Regional Managing Director, **EMI Music Publishing Asia**
- Colin Goh, Managing Director, **Ocean Butterflies Music Pte Ltd.**

*Moderator:*

- Ruuben van den Heuvel, Head of Music, APAC, **Nokia**

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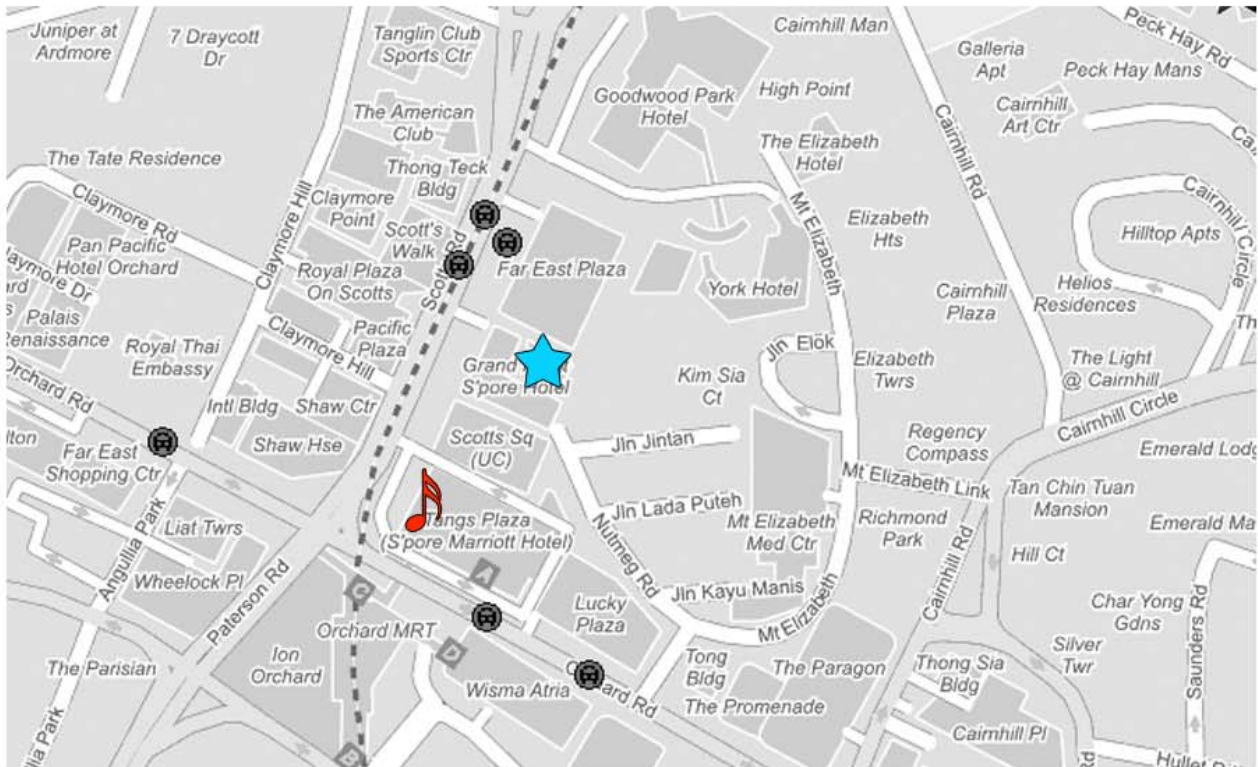
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	15:30	<b>COFFEE BREAK</b>	
<b>FANS</b>	15:45	<p><b>THE FANS – Part 2</b> If the Community is King, then understanding the nature of the Fans is crucial. A "How To" guide that will help create powerful campaigns by embracing the most important people in the value chain.</p> <ul style="list-style-type: none"> <li>• Ian Stewart, Head of Asia, <b>Friendster</b></li> <li>• Justin Ang, DJ &amp; Assistant Programme Director, <b>Radio 987FM, MediaCorp</b></li> <li>• Denise Marsh, CEO, <b>Singapore Indoor Stadium</b></li> <li>• Andrew Ing, COO &amp; Executive Director, <b>St James Powerstation</b></li> <li>• Michael Hosking, Group Managing Director, <b>Midas Promotions</b></li> </ul> <p><i>Moderator:</i></p> <ul style="list-style-type: none"> <li>• Graham Perkins, Partner &amp; Director BD, <b>Rune Entertainment</b></li> </ul>	
	16:30	<p><b>AN AUDIENCE WITH...KHALIL FONG</b> Closing the day on the importance of the music and artists (and that music really matters!), our headline act Asian star Khalil Fong and Warner Music head Calvin Wong share the stage and talk about what it takes to be a musician and how important brand collaborations are in today's digital economy.</p> <ul style="list-style-type: none"> <li>• Calvin Wong, Executive Vice President, Asia, <b>Warner Music Asia Pacific</b></li> <li>• Khalil Fong, Artist, <b>Warner Music Asia Pacific</b></li> </ul> <p><i>Interviewer:</i></p> <ul style="list-style-type: none"> <li>• Ruuben van den Heuvel, Head of Music, APAC, <b>Nokia</b></li> </ul>	

	17:15	<b>FORUM WRAP!</b>	
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	18:00	<b>LIVE SHOWCASE</b>	
		<p>The Live Music Showcase after-party is billed as the highlight of the day, featuring the hottest and up-coming Asian artists/bands including <b>Electrico, Khalil Fong</b>, and many more...</p> <p><i>Venue: Bar None, Basement Level, Marriott Hotel Singapore</i></p>	

## MAP & DIRECTIONS



 **MAIN CONFERENCE VENUE: Tuesday, 8 December 2009**

**GRAND HYATT SINGAPORE**  
 10 Scotts Road Singapore 228211  
 Phone: 65 6738 1234

*HIBISCUS ROOM, LEVEL 3 (09:00am - 05:00pm)*



**WELCOME PARTY:**

**Monday, 7 December 2009**  
 06:00pm - 08:00pm

**LIVE MUSIC SHOWCASE VENUE:**

**Tuesday, 8 December 2009**  
 06:00pm - 09:00pm

**MARRIOTT HOTEL SINGAPORE**  
 20 Orchard Road Singapore 238865  
 Phone: 65 6735 5800 Fax: 65 6735 9800

*BAR NONE, BASEMENT LEVEL*