

NEWS RELEASE

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FAST TRACKING THE FUTURE OF DIGITAL MARKETING

Kuala Lumpur, 30 April 2013: The new world is a digital one. Over the last decade, digital technology has created more economic change and social progress than any other new innovation. Consider this scenario: it took the radio 38 years to reach a market audience of 50 million, whereas it took the television 13 years. However, the Internet took only four years and Facebook two years to achieve the same market reach.

With this in mind, what is the future of digital marketing? The question continues to puzzle leaders of the marketing community as new rules are written and implemented daily. The fact is – there are no rules. The future of digital marketing requires a seismic mindset shift. The next best idea is only as good until the novelty dissipates.

Now, for the first time in Asia, eight of the digital industry's expert practitioners and innovators will converge in Kuala Lumpur on 28 May at Matrade Convention Centre to present a concentrated dose of insights into what is round the corner – and for the long haul.

Digital Malaysia – Future of Digital Marketing, jointly organised by the 4As and Multimedia Development Corporation (MDeC) in partnership with Matrade, offers a comprehensive overview of current trends to future forecasts of emerging ideas and possible opportunities.

“It is undeniable that the next wave of economic growth will come from the knowledge-based economy, with digital technology as a key driver of progress. Given the magnitude of the change that digital technology is creating, the *Digital Malaysia – Future of Digital Marketing* conference will help professionals gain first hand access to the latest information and trends that are shaping the digital marketing space” said Datuk Badlisham Ghazali, CEO of MDeC.

“This is an excellent platform tailored to challenge, inform, and inspire brand marketers, advertising executives, clients, and the media,” raves Karthi Palanisamy, the event's

organising chairman. “It’s all about listening, learning, and looking ahead. The digital revolution is constantly on the move. No one can be sure where we’re headed, but we can take a hard look at what’s possible as presented by some of the best visionaries in this industry.”

The day-long seminar and workshop aims to take digital marketing strategists on a fast-forward tour of the tactics and technologies that will change the way they engage with their audiences.

“All it takes is one new idea, one inspiration to change your business,” reasons Karthi Palanisamy. “This is a unique prospect for our industry to learn about the changing landscape and use of digital marketing and media to chart a fresh start.”

Speakers at the seminar are Gerd Leonhard, Futurist, who leads with the Reset of Marketing, Branding and Media – the Next Five Years; Gaurav Mishra, Asia Director of Social Media, MSLGROUP Asia, on Social Media as an Agent for Change in Business, Government and Communications; Jake Hird, Director of Research and Education, EConsultancy Australia, on the New Customer Journey; Steffan Aquarone, Online Video Expert and Technology Expert, EConsultancy UK on the Power of Video; George Nimeh, Consultant, @iBoy on Maximising Opportunity in an Environment of Accelerating Change; Neil Perkin, Founder, Only Dead Fish, on Content Marketing, Curation and Agility; Louise Au, Managing Director, Mercury Digital Marketing Communications, on the New Digital Leadership; and Damien Cummings, Regional Marketing Director for Digital and Social Media, Samsung Asia, on the Client View on the Future of Digital Marketing.

Future of Digital Marketing is a signature event powered by EConsultancy that has been held in Europe, the United States, and Australia for the past seven years, and for the first time in Asia this month. EConsultancy is an award-winning publishing and events company and a leading source of independent advice and insights on digital marketing and e-commerce.

More than 185,000 internet professionals use independent research, analysis and advice on digital marketing, social media, e-commerce, mobile, and tech for business reports published by the company.

For bookings to attend the seminar, please visit aaaa.org.my/fodm. The event is HRDF claimable. All registrants will be entitled to EConsultancy Silver Membership worth RM1,500 for a full year.

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