

The Ones to Watch | Singapore | Agenda

Agenda:	8:30 am	Event Opens: Guest Arrival / Connections & Conversations BREAKFAST
	9:10 am	Opening Address by Gita De Beer
	9:20 am	Ice Breaker by Gita De Beer
	9:30 am <i>Keynote 35 min with Q&A</i>	Personal Branding in a Social First World - Joanne DeRozario, Regional Managing Director, Prodigious Southeast Asia - Karisha Partabrai, Marketing and Communications Senior Specialist, Publicis Groupe, Singapore <i>In today's social-first landscape, your online presence is often your first introduction — long before your résumé or handshake.</i> <i>In this dynamic session, Joanne and Karisha explore how future marketing leaders can craft an authentic personal brand that reflects who they are, both online and offline.</i> <i>Through real-world examples and candid reflections, they'll unpack how authenticity builds trust, why your digital footprint influences recruitment decisions, and how to communicate your professional story with purpose — without feeling boastful.</i> <i>Attendees will leave with practical tools and three key takeaways to help them define their own brand persona, add value through social engagement, and navigate the evolving relationship between personal branding and leadership.</i>
	10:05am <i>5 min</i>	Reflections - led by Severine Vauleon <i>Take a couple of minutes to breathe, jot down what stood out, and set an intention for what you'll do differently. These moments are where growth takes root.</i>
	10:10am <i>Fireside Chat 35 min with Q&A</i>	Influence without Authority - Siew Ting Foo, Transformational Growth Leader and Author (ex HP/Diageo/Mars/Unilever) - Rob Gilby, CEO, Blue Hat Ventures (ex dentsu, Nielsen and Disney) <i>True leadership is not defined by position but by the ability to inspire others. In this thought-provoking session, Siew Ting Foo and Rob Gilby will discuss how influence is built through authentic connection, empathy, and the art of</i>

		storytelling. Drawing from their diverse experiences across global organisations, they will show how marketers can lead teams, clients, and senior stakeholders by creating alignment and trust. It is a powerful reminder that real influence comes from human connection, not authority.
	10:45am	Reflections - led by Severine Vauleon Take a couple of minutes to breathe, jot down what stood out, and set an intention for what you'll do differently. These moments are where growth takes root.
	10:50am Keynote 35 min with Q&A	How to thrive when all around you are losing their s**t Sherilyn Shackell, Global CEO of The Marketing Academy When life knocks you flat, resilience isn't about pretending you're fine, it's about learning to bounce. In this honest and fun session, Sherilyn Shackell explores what to do when everything goes wrong; how to silence the noise in your head, gain perspective, and find your feet when the ground disappears. Expect zero jargon, plenty of truth bombs, liberal use of swear words and some powerful principles that will change how you handle the hard knocks, for good.
	11:25am 5 min	Reflections - led by Severine Vauleon Take a couple of minutes to breathe, jot down what stood out, and set an intention for what you'll do differently. These moments are where growth takes root.
	11:30am (Keynote) 35 min with Q&A	AI Masterclass Artificial intelligence is reshaping how we work, create, and connect but what does that really mean for marketers and leaders today? In this interactive masterclass, Meta will open with a clear, accessible overview of the current state of AI before leading a conversation with one of Meta's pioneering engineers (with over 200 patents to their name!), along with Meta's APAC Reality Head. Together, they'll explore how emerging technologies are redefining creativity, productivity, and collaboration, and what future leaders need to know to thrive in an AI-powered world.
	12:05pm	Reflections - led by Severine Vauleon Take a couple of minutes to breathe, jot down what stood out, and set an intention for what you'll do differently. These moments are where growth takes root.
	12:15pm	Connections & Conversations LUNCH (45 min)
	1:00pm Keynote 35 min with Q&A	Role of Insights in Driving Transformational growth Vijay Raj, Executive VP CMI at Unilever Modern marketing is no longer about mastering a single channel or campaign: it's about seeing the bigger picture and connecting the dots between

		consumers, culture, and commerce. <i>Drawing on his experience leading consumer and market insights at Unilever, Vijay will explore what it takes to be a truly strategic thinker in today's complex ecosystem. Participants will learn how to identify powerful insights, make smarter marketing decisions, and navigate a system where consumer behaviour drives change.</i>
	1:35pm 5 min	Reflections - led by Severine Vauleon <i>Take a couple of minutes to breathe, jot down what stood out, and set an intention for what you'll do differently. These moments are where growth takes root.</i>
	1:40pm Keynote 35 min with Q&A	Reflections of a Global Leader Chiro Gupta, Visiting Lecturer at ESSEC Business School and ex VP of Global Media for Unilever <i>A reflective session on leadership with a focus on how to navigate change during challenging times. Chiro will share his perspective on how future leaders can shape their own journeys with purpose, intentionality and focus.</i>
	2:15pm Q&A Panel 35 min	Ask Me ANYTHING - Amrita Randhawa, CEO, Singapore & Southeast Asia, Publicis Groupe - Lex Bradshaw-Zanger, Chief Marketing & Digital Officer SAPMENA, L'Oréal - Chiro Gupta, Visiting Lecturer at ESSEC Business School and ex VP of Global Media for Unilever <i>Ask industry leaders the questions they've always wanted to ask, from career-defining moments to personal lessons in resilience and leadership. Expect candid insights, humour, and vulnerability as these CEOs and CMOs share how they navigated pivotal decisions, overcame setbacks, and shaped their leadership philosophies. It's an open window into what it really takes to reach the top, and stay there.</i>
	2:50pm 5 min	Reflections - led by Severine Vauleon <i>Take a couple of minutes to breathe, jot down what stood out, and set an intention for what you'll do differently. These moments are where growth takes root.</i>
	3:00pm Mentoring 1 hour	Leadership Speed Mentoring - Anna-Karin - Gita De Beer, Global Director of Strategic Initiatives, The HEINEKEN Company - Lex Bradshaw-Zanger, Chief Marketing & Digital Officer SAPMENA, L'Oréal - Amrita Randhawa, CEO, Singapore & Southeast Asia, Publicis Groupe - Rob Gilby, CEO, Blue Hat Ventures (ex dentsu, Nielsen and Disney) - Severine Vauleon, Chief Brand Architect, Pure Butter Brands Ex Unilever

		• Chiro Gupta, Visiting Lecturer at ESSEC Business School and ex-VP Global Media for Unilever • VC John, CMO, KPMG • Caspar Schlikum, Founder and Investor and ex-Managing Director of Accenture Song APAC <i>In this dynamic and personal session, have the rare opportunity to connect directly with some of the industry's most accomplished leaders. Over a series of short, focused conversations, participants will meet three to four leaders for an honest, one-on-one mentoring moment. These sessions are designed to be intimate, practical, and inspiring with a chance to ask questions, seek guidance, and gain tailored advice to support each delegate's own leadership journey.</i>
	4:00pm Breakout Groups 30 min	Future Leaders Reflections, Pledge and Actions by Gita De Beer <i>In this closing session, we'll come together to reflect on the day's insights and translate inspiration into action. Working in small groups, this session will be time to distil the key learnings, articulate how they'll be applied and to write a personal pledge, a letter to their future selves capturing the leader they aspire to become. This is a powerful moment of pause and purpose designed to turn reflection into momentum and connection into commitment.</i>
	4:20pm	Closing Address + What's Next by Gita De Beer
	4:30pm	Connections & Conversations CELEBRATIONS
	5:00pm	Event Closes