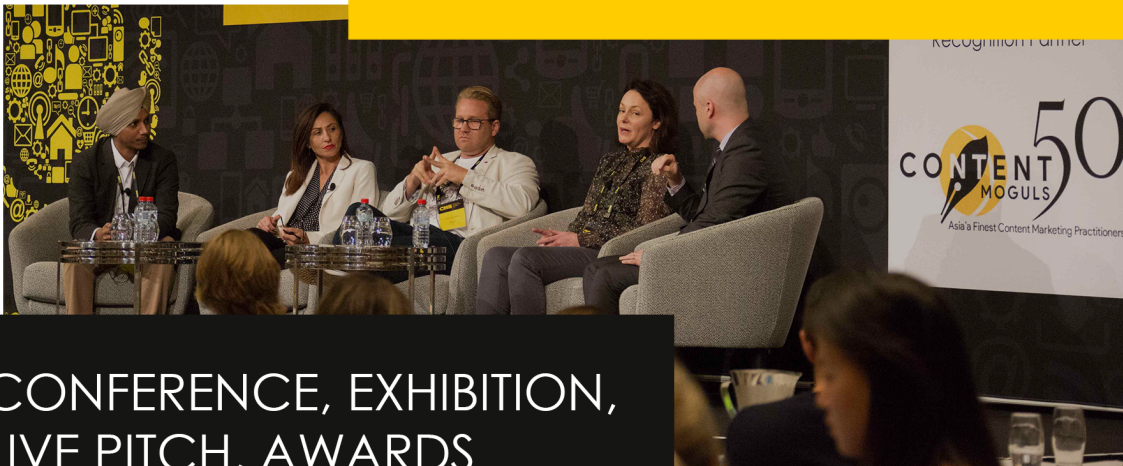


# LARGEST CONTENT MARKETING EVENT IN APAC



**28 AUG 2019 / ONE FARRER HOTEL, SINGAPORE**



**CONFERENCE, EXHIBITION,  
LIVE PITCH, AWARDS**

GET YOUR TICKETS NOW



Content Marketing Summit Asia, is a premier event where some of the greatest minds, savvy brands, renowned publishers, innovative technology enablers and leading practitioners from across the world come together to explore the exciting world of content marketing.

- Largest content marketing in APAC for 6 years
- Houseful event for the last 9 editions
- Hosted 4,000+ delegates from renowned brands
- Completely knowledge & sharing oriented
- Mostly C-Suite speakers with almost zero sponsored sessions
- Neutral platform to grow Content Marketing ecosystem

## WHAT'S IN IT FOR ME?



### Marketing Professionals

Anyone with a stake in marketing, brand management, digital / social media planning or execution. If you are a CMO, this is your best chance to arm yourself with the necessary tools to transform your marketing team into potent brand publishers. There's no better training ground than this to upgrade your team's marketing capabilities, so that you are not limited by the ability of your advertising / digital / social agency partners.

### Publishers

Editorial heads, managing editors, Sales heads of publishing houses will find CMS Asia extremely enriching and resourceful. Print publishers would find new age alternatives to traditional models of content monetization, plus how web-based platforms can be leveraged to collaborate with specialist writers and content creators across the world in a transparent, low-cost, no-frills manner.



### Content Creators

Writers, bloggers, journalists, freelancers, graphic artists, photographers, video content makers, etc. will be able to discover exciting new ways of acquiring paid assignments in the global marketplace. CMS Asia could also enable you to network, form alliances and monetize your skills in ways you never imagined before.

## THINGS YOU CAN LEARN AT CMS ASIA

- What is content marketing and why is it important to your business
- What is the current content marketing landscape globally
- What tools & platforms are available to brands, publishers and content creators
- What brands are making the best use of content marketing and how
- What does it take to plan & implement a highly effective content marketing strategy
- What are the global best practices in content marketing
- What is real-time content marketing and who is doing it successfully
- What is the impact of content marketing on eCommerce and B2B businesses
- What is Big Data and how can it be leveraged with content marketing
- What are the various models to monetize your content in the digital world
- How can content marketing help you succeed on search engines
- How to prepare a content marketing strategy & implement it
- How to measure the effectiveness of any content marketing initiative
- How Asia presents unique challenges & opportunities in content marketing
- How to forge partnerships with publishers & creators for content marketing success
- How to manage content creation, curation and distribution online
- How to integrate print campaigns with mobile and web for greater efficiency
- How to create an actionable content marketing plan, which can be measured
- How content can make your social media strategy work like never before
- How social listening tools can help you plan & optimize your content strategy

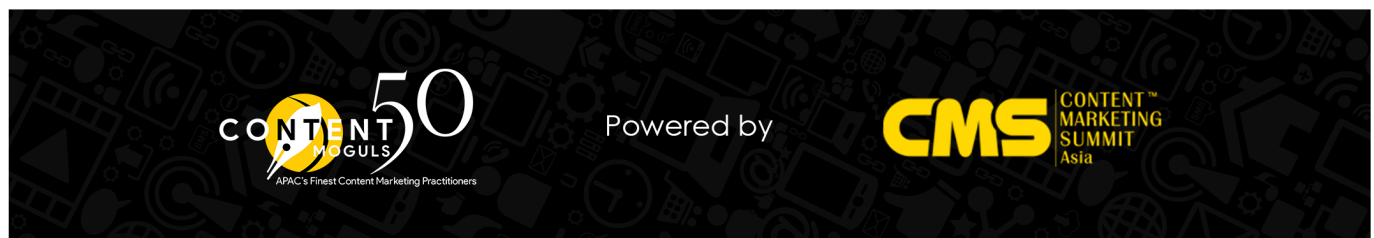
## CMS ASIA SINGAPORE TENTATIVE AGENDA - 28 AUG 2019

Time	Topic
8:00AM	Registration
8:30AM	Opening Remarks
8:45AM	Content: The most strategic weapon to win marketing wars of today
9:15AM	Omni-Channel Content Marketing
9:35AM	Forget B2B or B2C, Content should be for Humans
10:00AM	Can Technology boost your Content Marketing efforts?
10:20AM	Content in Insurance Sector - Marketing & Beyond
10:40AM	Coffee Break
11:00AM	Content Formats: How do you weigh options?
11:20AM	Panel Discussion - How can brands think like publishers?
12:00PM	Lunch Break
12:45PM	Panel Discussion - What is a Wholesome Content Strategy?
.	Focus on all aspects of Content Marketing such as Creation, Management, Distribution & Measurement
1:30PM	Content for the Marketing Funnel
1:45PM	Content Creation: Quality over Quantity
2:00PM	Content Creation - In-house Production vs Outsourcing
2:20PM	Content Marketing Dynamics in a large organization How to manage stakeholders?
2:40PM	Coffee Break
3:00PM	How to write a good Content Marketing brief?
3:20PM	Content Marketing for the Mobile Generation
3:40PM	Content Distribution: How to create a Hard Working distribution approach
4:00PM	Content to Commerce - How to do it successfully?
4:20PM	Content Marketing Measurement: The right metrics
4:40PM	Ending Keynote Address
5:00PM	ContentMoguls50 Awards Ceremony



First Live  
Content Marketing  
Pitch.

8 Content  
Marketing Solution  
Providers to  
Pitch for  
Real Client Brief.



Content Marketing efforts need to be recognized at industry level and this is how we believe, great work can be done in the content space. These awards, Asia's Largest recognition platform, are an effort to felicitate brands, agencies & individuals raising the bar every year with their fantastic ideas in Content Marketing.

To apply, visit [www.contentmoguls.com](http://www.contentmoguls.com)



## CONFERENCE REGISTRATION FEE

### Start-Up

(Till Aug 28, 2019)

# SS\$300

### Regular

(Jul 01 - Aug 28, 2019)

# SS\$400

For Group Discounts and Payment Terms, Please refer to [this](#) Link.

## OUR EDITIONS ACROSS ASIA PACIFIC



For further understanding,  
feel free to get in touch

All Things Digital Pte Ltd

10 Anson Road, 10-11

International Plaza

Singapore 079903

+65 9724 0460

+91 98109 02095(WhatsApp Only)

[admin@contentmarketingsummit.org](mailto:admin@contentmarketingsummit.org)

[www.cmsasia.org](http://www.cmsasia.org)

