



**CMS** | CONTENT  
MARKETING  
SUMMIT  
Asia

## **2<sup>nd</sup>** ASEAN Edition

Asia's Largest Content Marketing Conference  
15 August, Singapore

Content Marketing Summit Asia, is a premier 'not-for-profit' 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.

- Asia's largest content marketing conference for over 5 years
- Houseful event for last 6 editions
- Hosted 2500+ delegates from renowned brands, agencies, publishers & tech enablers
- Mostly C-Suite speakers with almost zero sponsored sessions
- Neutral platform to grow Content Marketing ecosystem
- Completely knowledge & sharing oriented

## WHAT'S IN IT FOR ME?



### Marketing Professionals

Professional 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. Enroll for the half-day workshop dedicated to B2B Content Marketing and learn how to benefit from the explosive growth of content marketing in B2B sector.

## 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
- Which 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 2018 – TENTATIVE AGENDA

TIME	TOPIC
8:45AM	Keynote Address
9:15AM	Omni-Channel Content Marketing
9:40AM	Content Marketing using Influencers
10:00AM	Content to Commerce - Is it real?
10:20AM	Coffee Break
10:30AM	Use of technology in content marketing
10:50AM	Content Creation - In-house vs Outsourced?
11:20AM	Panel Discussion: How can brand's scale their content marketing efforts?
12:00PM	Lunch
1:00PM	Content Marketing using Social Media platforms
1:20PM	Content Marketing for Mobile Apps
1:40PM	Content Marketing for eCommerce businesses
2:00PM	Content Marketing - B2B, B2C or H2H?
2:20PM	Content Marketing - Distributing your dollars effectively
2:40PM	Using Video as an asset - How much is too much?
3:00PM	Data Generated Content
3:20PM	Coffee Break
3:40PM	Real Time Content Marketing
4:00PM	How can publishers and brands come together to create great content
4:20PM	Content Marketing Measurement
4:40PM	Keynote Address

## CONFERENCE REGISTRATION FEE

For Start-ups not older than 3 years as of July 31, 2018

**\$\$199**

Regular  
(Till 14 August)

**\$\$500**

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



**August 15, 2018**

at One Farrer Hotel & Spa, Singapore



# CMS | CONTENT<sup>™</sup> MARKETING SUMMIT Asia



For further understanding, feel free to  
get in touch

All Things Digital Pte. Ltd.  
10 Anson Road, International Plaza  
#10-11, Singapore 079903  
+65 9448 5263  
+91 98109 02095 (WhatsApp Only)  
[admin@contentmarketingsummit.org](mailto:admin@contentmarketingsummit.org)  
[www.cmsasia.org](http://www.cmsasia.org)

