


A smaller version of the BuzzCity logo and the "we are ten!" photo from the previous image, positioned at the top left of the itinerary section.

**Programme Itinerary**

11:00 am	Guests Arrival & Registration
11:30 am	Keynote Speaker
12:15 pm	Celebration & Lunch
1:15 pm	Marketing Roundtable @ Level 5, Cinammon Room Developer Garage @ Level 6
3:30 pm	Networking & Refreshments



**About Our Keynote Speaker**


**Dr. KF Lai (BuzzCity Pte Ltd, CEO)**

*KF, CEO of BuzzCity Pte Ltd, drives the strategic direction of the company and serves as a director on the BuzzCity board. Constantly breaking new grounds on mobile internet, he is instrumental in growing the company into an international powerhouse, having successfully raised three rounds of venture funding.*

*Prior to founding BuzzCity, Kok Fung conducted research in Singapore's renowned Kent Ridge Digital Labs (now known as Institute of Infocomm Research), specialising in pattern recognition and text retrieval. His research results have been widely applied by major industry players, and recognised through accolades such as the 1998 Tan Kah Kee Young Inventors' Award.*


*Kok Fung is proficient in English, Mandarin and the Malay language, and composes music in his leisure.*

*He graduated with First Class Honours in Electrical Engineering from the National University of Singapore and obtained his Doctorate in Electrical Engineering from the University of Wisconsin-Madison.*



**Voices from the Mobile Internet Users and Market Development**

*Dr. KF Lai (BuzzCity Pte Ltd, CEO)*



**BIZLCity** we are ten!

<p><b>Marketing Roundtable</b> <b>@ Level 5</b> <b>(Cinammon Room)</b></p>	<p><b>Developer Garage</b> <b>@ Level 6</b> <b>(Pheonix II)</b></p>
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**BIZLCity** we are ten!




*Enjoy Lunch!*



**The Marketing Roundtable**



**Moderator**  
**Delynn Ho (BuzzCity Pte Ltd, Regional Director)**



**About Our Moderator**

**Delynn Ho (BuzzCity Pte Ltd, Regional Director – Southeast Asia)**

*Delynn joined the team with a valued background from the IT, Services and Consultancy industries. She has extensive experience in the development of corporate planning and operations delivery, particularly with project management in the B2B and B2C markets.*

*Her expertise includes Account Management and Marketing. She has developed a leadership role in our Media sales initiatives and her hands-on management of our partners has given her an intimate knowledge of WAP media for mobile marketing. She frequently advises customers globally in the development and deployment of their WAP campaigns across the markets we cover.*

*Delynn holds a Bachelor's Degree in Science from the University of Ireland, majoring in Marketing.*



**Taking Perspectives :**  
**State of Mobile Advertising Landscape**  
**and The New Media Balancing Act**

Moderator : Delynn Ho (BuzzCity Pte Ltd, Regional Director)

Panelist :

- Dr. KF Lai (BuzzCity Pte Ltd, CEO)
- Kelvin Tan (Gosh Advertising Pte Ltd, Director, Brand Development)
- Gato Gullichsen (InCentOne Pte Ltd, Managing Director)
- Ang Choo Wee (Carbon Interactive, Account Director )



### **Dr. KF Lai (BuzzCity Pte Ltd, CEO)**

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### **Kelvin Tan (Gosh Advertising Pte Ltd, Director, Brand Development)**

*Kelvin Tan from Gosh Advertising provides account leadership and brand management for key accounts, as well as strategic planning and research analytics for new businesses.*

*Armed with a MEd in Leadership and Management and a BDes in Communication Design (First Class), Kelvin comfortably straddles between business and creative paradigms. He also holds post-graduate qualifications in business administration, as well several national and overseas design and entrepreneurship awards.*

*His regional portfolio covers Abacus International, Parmalat, Transitions Optical, and Subway Restaurants. He has also worked extensively on B2B brands like Sun Microsystems, SAP Asia, Intel and NCS while clocking B2C experience in Starbucks, Jet Airways and Hyundai.*

*Prior to joining Gosh, Kelvin taught advertising and packaging in Australia's National Institute of Design. Branding, to him, is about managing a crowd, and standing apart from one.*




**Cato Gullichsen (InCent Pte Ltd, Managing Director)**

*Cato is one of the founders of mobile marketing agency, InCent. Having played a key part in the company's success in Scandinavia, he is currently responsible for leading the InCent office in Singapore and spearheading its expansion plans in the region.*

*Mr. Gullichsen is a sought-after speaker in the field of new media and mobile marketing and has spoken at many events in Europe and Asia. He is also a co-author of the publication Introduction to Mobile Marketing (2009).*

*When not involved in InCent activities, Cato spends his free time surfing his PDA phone for news and games and enjoys keeping up to date with the latest mobile trends. Cato graduated from the University of Oslo with a Master of Laws (International Business and Contract Law).*




**Ang Choo Wee (Carbon Interactive, Account Director)**

*Choo Wee brings with him 5 years of digital experience, having worked with such agencies as Formul8, M&C Saatchi and Starcom, and is well versed in multi-disciplinary communications across platforms such as mobile, online, WOM and buzz marketing.*

*Choo Wee has handled a diversity of clients across a multitude of product categories locally and internationally, both as a Digital Project Manager and Account director. His key strength includes the ability to manage multi-user and large scale projects, and his familiarity with online project management tools, analytics and content management tools.*

*As the key driver behind the successful launch of Standard Chartered Bank's Great Singapore Sale 2007, Manhattan Platinum Card online campaigns, and OCBC Hub's Interactive Touchpoints, Choo Wee demonstrates the importance of running campaigns on an integrated platform. His campaign with Animax also won in the Promax-BDA 2007 awards.*

*A keen user and advocate of the latest web technologies, Choo Wee plays a key role in converting exciting ideas and concept into online reality.*




**Mastering Brand Equity  
In The Mobile Internet Environment**

Moderator : Delynn Ho (BuzzCity Pte Ltd, Regional Director)

Panelist :

- William Lee (Catapult Marketing, General Manager)
- Cliff Warren (MXit Lifestyle Pty Ltd, CEO South East Asia)
- Ashok Agrawal (Mobiquest Pte Ltd)
- Yvonne Cheong (OCBC, Vice President - Internet and Mobile Banking)
- Wandrille Pruvot (BuzzCity Pte Ltd, Regional Director - Europe)




**William Lee (Catapult Marketing, General Manager )**

*A love of education and a passion for new experiences in life and marketing brought Will to Singapore and the Asia Pacific region to be General Manager of the newest Catapult Marketing office.*

*With over 15 years of marketing experience, Will has worn both agency and client 'hats,' and has a portfolio of marketing and brand experiences that include clients like P&G, Kimberly-Clark, Subway Restaurants, Citigroup, ABNAMro, Pioneer Mobile Electronics and Intel - just to name a few!*

*In addition to providing strategic, results-driven marketing programs to Catapult's Clients needs; Will is an advocate and active practitioner of Shopper Marketing. Shopper Marketing is at the cutting edge of Catapult's efforts globally, and the Catapult Asia Pacific team is breaking new ground in one of the most dynamic markets in the world.*


*Will has his MBA from NY's Fordham University and a Bachelor's in Business from The University of Alabama.*



**Cliff Warren (MXit Lifestyle Pty Ltd, CEO South East Asia)**

*Cliff is the CEO of MXit Lifestyle – SE Asia, a leading mobile social network, instant messaging and multi-application solution. He has over 9 years of business development experience in the ICT sector with most of that spent in the SE Asian region where he has worked with all the major Telco's and is now focused on the emerging trend amongst the Generation Y and the successive Generation Z mobile subscribers who are shunning traditional forms of data communication such as email and sms in favour of instant messaging and "walled garden" client applications to satiate their demand for instant gratification and social networking. He sees this trend becoming the next mobile killer application enabler that will be supported by the emergence of new handset and connectivity technologies and the mobile advertising opportunities are immense.*


*Cliff is based between Singapore and Philippines and is married with two Generation Z children who are constantly in contact with him via MXit.*



**Yvonne Cheong (OCBC, Vice President – Internet & Mobile Banking, Consumer Financial Services - Delivery)**

*As the Head of Internet and Mobile Banking in the Consumer Financial Services Division in OCBC Bank. Yvonne is responsible for all internet and mobile strategic initiatives and spearheads these programmes to build a comprehensive online financial services suite for the consumer market.*

*With a strong belief in mobile channel, Yvonne has helped OCBC Bank to launch the very first interactive Mobile Bank portal in Singapore across all 3 mobile network operators. This successful model was quickly replicated to OCBC's regional market in Malaysia. OCBC Mobile Banking has won the Asian Banker 2008 Excellence in Mobile Phone Banking Award across Asia Pacific and the Financial Insights 2009 Award for Innovation in Mobile Banking.*




**Ashok Agrawal (Mobiquest Pte Ltd)**

*Ashok is the co-founder and Managing director of Mobiquest Pte Ltd, Mobile technology VAS company, Mobile application and Mobile marketing. With his wealth of experience in business and marketing, Ashok is also a managing consultant to RPI International advising market development strategy and finance management.*

*Graduated from Jadavpur university in Engineering and further Masters degree in Electrical Engineering from USA in 1989.*

*He is also a member of SITF and Exco member of VCC.*



**Wandrille Pruvot (BuzzCity Pte Ltd, Regional Director (Europe))**

*As Regional Director of Europe, Wandrille is responsible for driving business development and managing sales and marketing across the region. He spearheads advertising sales efforts and recruitment of publishers in Europe.*

*Prior to joining BuzzCity, Wandrille worked as a Business Development Consultant at mobile business and entertainment company, Netsize. There he handled sales proposals for international projects, including current and future clients in the U.S. Before this, he worked in Canada at MediaPlazza Worldwide, where he held the post of Business Development Manager and then Marketing Director.*

*Wandrille is bilingual, speaking both French and English fluently, and has a strong interest in technology. He studied Marketing at Sciences Po Paris before going on to study New Technologies of Information and Communication at Ecole de Management de Lyon & Ecole Centrale de Lyon.*



## **“Live” Demo of Campaign Set-up**



*networking!!*