

DIGITAL MEDIA MARKETING & THE NEW DATA PROTECTION LAW

28 February 2013, Singapore



An intensive seminar on how to tap the full potential of digital marketing and mitigate an organisation's risk and exposure. With impending personal data protection laws, it is essential to understand the impact and legal implications of data collection and usage on social media, marketing campaigns and employment and HR policies.

Social media and mobile marketing can no longer be ignored and has become a part of every organisation's marketing strategy. In the wake of Singapore's new personal data protection laws, companies need to review their internal and external processes in how data is stored and collected.

This seminar will help you:

- create a comprehensive digital marketing strategy
- integrate internal and external social media policies and processes
- learn what the new data protection and personal privacy laws mean
- understand the responsibilities of the CIO and IT team under the new data protection law
- find out how to protect employee data
- get tips on how organisations can mitigate risks in social media and digital marketing

Seminar Topics

The Legal & Ethical Protocols of Social Media

Managing Legal, Security & Governance Risks

Developing an Effective Digital Marketing Strategy

Putting in Place Policies & Processes to Support Internal Security

What the New Personal Data Protection Act Means

Preventing & Managing Potential Data Breaches in Social Media Marketing

Employee Data Protection & HR Policies

Who Should Attend

The Seminar will have direct relevance for all division heads and managers in Marketing, IT, HR & Employment and Legal, including those with CMO, CTO and CIO functions.

Registration Fee:

Early Registration Fee: S\$750 per person for registration received by 5 February 2013.
Normal Registration Fee: S\$900
Team Discount: 5% discount for registration of 2 participants.
10% Discount for 3 and more participants.

Organised by



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Seminar Presenters

ZIHUAN WEE

Zwee, founder and CEO of Savant Degrees, a Digital Innovation Studio based out of Singapore, started his career in software development in 1999. His entrepreneurial and technology background have allowed him to consult and develop innovative digital solutions for companies like Kyocera Mita, Crumpler, Telkom Indonesia and other businesses with different focus, markets and size. He picked up his basics from Temasek Polytechnic (Valedictorian and LKY Award), NUS in Computing and thereafter, Stanford in Management Sc. where he decided to leave the program early and start Savant Degrees to be fully immersed in building successful technology businesses and products.

Savant Degrees Digital Innovation Studio that creates new digital products which are not only technologically feasible, but also desirable and viable. Over the years, Savant Degrees has grown into one of Singapore's leading Digital Innovation companies, with a team of over 25 of the region's most talented product managers, UX/UI designers and software engineers.

Savant Degrees has worked with well-known global & regional brands in Business and Government in markets across Asia, including Southeast Asia, India, and China. Brands we have partnered with include Nike, Converse, Sony, Vodafone, Media Development Authority of Singapore, Banvan Tree, Standard Chartered, and more.

RAJESH SREENIVASAN



Rajesh is a Partner at Rajah Tann and heads the Technology, Telecommunications & Media Practice. He has been advising clients on matters relating to telecommunications, electronic commerce, IT contracts, digital forensics and digital media for over fifteen years.

His clients include state governments and multinational corporations in the telecoms, computer hardware and software sectors government linked companies and statutory boards. On the regional front, Rajesh has been engaged by the ASEAN Secretariat to facilitate a pan-ASEAN forum on legislative and regulatory reforms to collectively address convergence of IT, telecoms and broadcasting across all 10 member countries and by the Commonwealth Secretariat to co-lead an e-government capacity building exercise involving all member Caribbean nations.

On the public front, Rajesh lectures, presents papers, conducts seminars and discussions regularly at international forums on IT, digital media, digital forensics, telecoms and other issues related to the new economy. His views on IT and telecoms have been sought on numerous occasions by the local and international media. He has also written numerous articles and contributed book chapters highlighting the interplay between IT and the law in areas such as IT law, harmonization of ICT legislation, telecoms law, biotechnology and digital forensics.

JOS. BIRKEN



Jos. is Acting CEO at KatalystM, and is Honorary Treasurer and Vice Chairman of the Direct Marketing Association of Singapore. An all round marketer and CEO/CMO, with a solid grounding in mass marketing thanks to Unilever as an Alma Mater; decades of experience and a successful track record in digital and data-driven marketing; setting up successful companies in China, HK and Southeast Asia; and deep knowledge and widespread network in the marketing services industry and community across all main markets in the Asia-Pacific region. His previous roles included Chief Marketing Officer at Korvac Holdings, and Head, Asia Pacific, for Experian Marketing Services.

Programme

- 9.00 **Digital Media Management – Aligning it with Business Goals**
- 10.00 **Behaviour and Expectations: How Digital Media Users (Un) Protect Their Own Data and Privacy**
- 10.40 Coffee Break
- 11.00 **The Legal & Ethical Protocols of Social Media**
- 11.45 **Managing Legal, Security & Governance Risks in Social Media & Mobile Marketing**
- 12.30 Lunch
- 1.30 **What the New Personal Data Protection Act Means**
- 2.15 **Preventing & Managing Potential Data Breaches in Social Media Marketing**
- 2.45 Coffee Break
- 3.00 **Putting in Place Policies & Processes to Support Internal Security**
- 3.45 **Employee Data Protection & HR Policies**
- 4.30 **End of Seminar**



REGISTRATION FORM

Please scan and email or fax.
E: register@bluetrackcentre.com
Fax: (65) 68292121, 62452007

www.BlueTrackCentre.com

To Register:

Email: register@bluetrackcentre.com

Tel: (65) 97112262, (65) 82001333, (60 3) 2117 5347

Address: BlueTrack Centre.

Singapore: Level 42 Suntec Tower III, Temasek Boulevard, Singapore 038988

Please fill in all relevant fields. An acknowledgement will be sent to you upon receipt of registration and payment.

Please register me/us for: **DIGITAL MEDIA MARKETING & THE NEW DATA PROTECTION LAW, 28 February 2013, Singapore**

Name	Title	Contact Tel	Email

Company Address:

Officer in charge of registration (if any): _____

Contact Tel: _____ Fax: _____ Email: _____

Early Registration Fee by 5 Feb 2013

S\$750 per person

Normal Registration Fee from 6 Feb 2013

S\$900 per person

TEAM REGISTRATION: 5% discount for registration of 2 participants. 10% Discount for 3 and more participants.

PAYMENT DETAILS

Payment is accepted in the following currencies made payable to:

For USD and SGD payment:

Blue Track Centre, OCBC Account No. 621-001064-201, OCBC Bank, Katong Branch, Singapore. Swift Code: OCBC SGSG

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<input type="checkbox"/> Telegraphic Transfer	Date of payment: <i>Please email copy of transfer form to register@bluetrackcentre.com</i>
<input type="checkbox"/> Draft/Cheque	Draft/Cheque no: Issuing Bank: Date of payment:

Terms & Conditions

Registration fee covers summit attendance, lunch and refreshments only. Full payment must be received prior to participation. Cancellation and withdrawal must be received in writing at least one week (7 days) before the event date for refund, less US\$50 administration fee. A substitute participant is always welcomed.

While every effort is made to deliver a program to the highest professional standards, Blue Track Centre reserves the right to reschedule, cancel or make changes due to unforeseen circumstances that are deemed to be in the best interest of a program.