

NEXT GEN MARKETING

17-18 June 2026 ■ Singapore

TURNING DATA INTO INSIGHTS AND INFLUENCE INTO IMPACT
IN AN AI-ACCELERATED, EXPERIENCE-LED MARKETING ERA

EXECUTIVE SPEAKER HIGHLIGHTS:



ASEEM PURI

Chief Executive Officer,
Unilever International



**ANTHONY
GUANZON**

Chief Marketing Officer,
Malayan Insurance



**ANTOINE
NAZARET**

Assistant Vice
President, Digital
Marketing Asia
NBA



**ANANDITHA
MAYASARI**

AVP Head of Marketing,
Kopi Kenangan



**SHALINI
SENEVIRATNE**

Marketing Director
Baby and Child Care,
Kimberly-Clark



ANDREW HILL

Digital Acceleration
Strategy and
Enablement Senior
Director,
**The Coca-Cola
Company**

Associate Partner:



Thought Leadership Partners:



Sponsor:



Thought Leadership Partners:



Exhibitor:



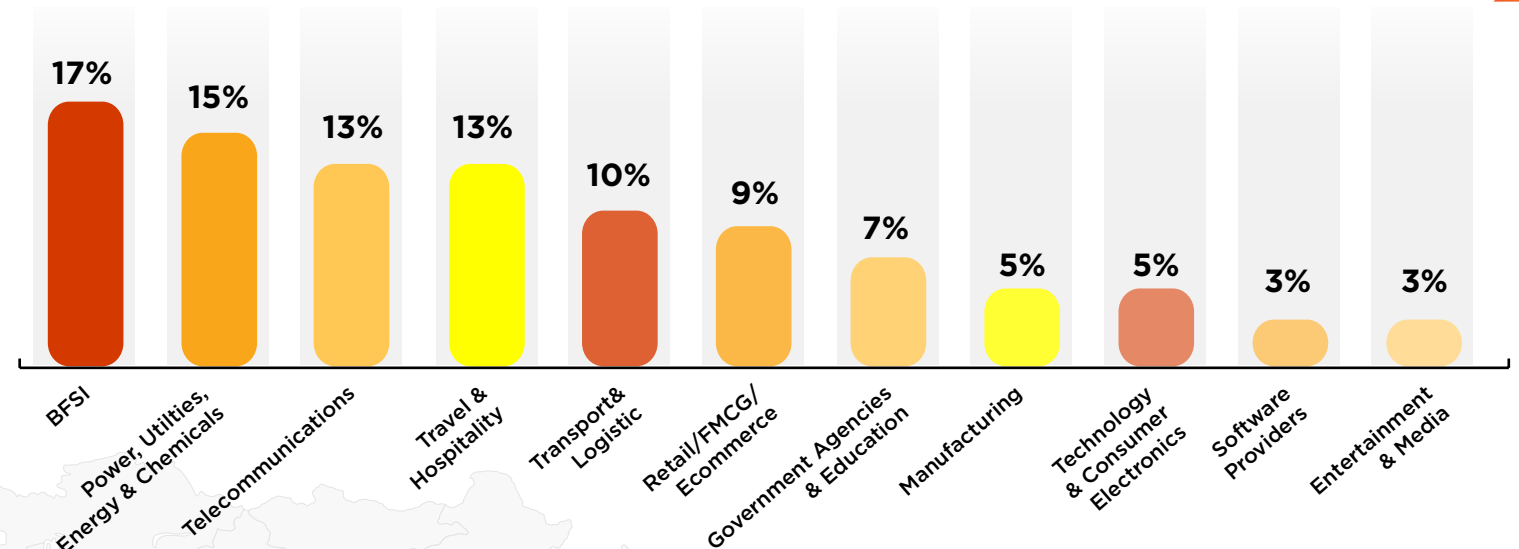
WHO WILL ATTEND NEXT GEN MARKETING ASIA

Chiefs, Directors, Heads and VPs from all Marketing disciplines, including:

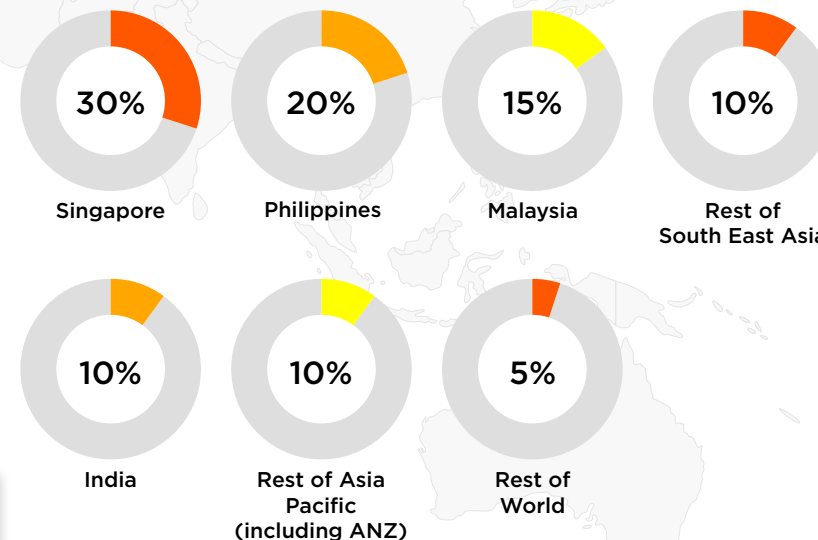
- Digital Marketing
- Content Marketing
- Communications
- Brand Management
- SEO
- Analytics
- Social Media & Community
- Growth Marketing
- Loyalty & Retention
- E-commerce
- CRM

NEXT GEN MARKETING

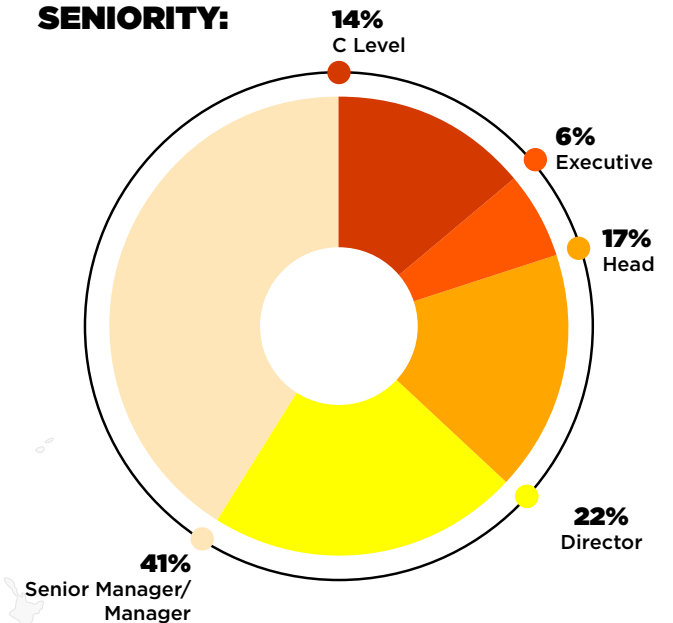
INDUSTRIES BREAKDOWN



GEO-BREAKDOWN



SENIORITY:



DOWNLOAD CX ASIA WEEK AGENDA BROCHURE



SESSION HIGHLIGHTS

Hear from leading marketing executives as they share best use-cases and strategies that revolutionised their marketing strategies for

OPENING KEYNOTE

SETTING THE STAGE FOR IMPACT: UNIFYING INSIGHT, INNOVATION AND EXPERIENCE IN A CUSTOMER-DEFINED ERA

- Examining how rapidly shifting consumer expectations are redefining the relationship between marketing, digital and customer experience
- Demonstrating how organisations can turn data into insight and insight into outcomes through integrated decision-making and real-time responsiveness
- Establishing the capabilities, leadership behaviours and operating models required to deliver measurable impact across the end-to-end journey

Aseem Puri

Chief Executive Officer,
Unilever International

FROM CAMPAIGNS TO CULTURE: HOW TO BUILD TRUST WHEN AI POWERS SOCIAL FIRST MARKETING

- Exploring how AI is accelerating social first marketing and how that enables brands to be embedded in culture
- How to use AI to decode social signals in real time, identify emerging cultural moments and respond with relevance at speed
- Understanding where AI driven social execution can break down, and how brands can avoid cultural missteps as they scale speed and automation

Shalini Seneviratne

Marketing Director, Baby and Child Care,
Kimberly-Clark





SESSION HIGHLIGHTS

Hear from leading marketing executives as they share best use-cases and strategies that revolutionised their marketing strategies for

PANEL DISCUSSION

ACCELERATING CREATIVE EXECUTION AND ITERATION USING GENAI WITHOUT COMPROMISING BRAND TRUST

- Generating campaign variations aligned to brand guidelines and audience-specific formats
- Testing AI-produced content in-market to validate engagement and ROI before scaling
- Embedding human oversight to maintain authenticity, tone consistency and regulatory compliance
- Developing governance frameworks that prevent misuse and protect brand reputation

Panellists:

Andrew Hill

Digital Acceleration Strategy and Enablement Senior Director, **the Coca-Cola Company**

Jacky Mak

Brand Marketing Director, **yuu Rewards Club**

CASE STUDY

PERSONALISING FANDOM AT SCALE: HOW THE NBA USES DATA AND AI TO DEEPEN ENGAGEMENT ACROSS ASIA

With Asia representing its largest and most diverse fanbase, the NBA must tailor its positioning, content, and engagement strategies market by market. This session explores how the league blends localisation, partnerships, and AI-driven personalisation to grow fandom, nurture loyal audiences, and power its direct-to-consumer ecosystem.

- Localising marketing and content strategy to reflect each country's maturity - whether building new fandoms, nurturing existing communities, or partnering with local cultural icons like K-pop stars
- Using big data and AI to personalise the experience across the NBA ecosystem, enabling fans to follow specific players, teams, storylines, and game moments
- Leveraging technology to simplify the sheer volume of games and content, helping fans find what matters most to them
- Strengthening the league's direct-to-consumer funnel through personalised journeys that drive League Pass adoption and deeper long-term engagement

Antoine Nazaret

Assistant Vice President, Digital Marketing Asia, **NBA**



AGENDA AT A GLANCE



DOWNLOAD CX ASIA WEEK AGENDA BROCHURE

16 JUNE 2026

PRE-CONFERENCE DAY

Learn how to harness Agentic AI for Intelligent, Human-Centred Customer Experience.

17 JUNE 2026

CX ASIA EXCELLENCE AWARDS

Let's get together to celebrate the achievements of Asia's CX teams under the disco lights.

17-18 JUNE 2026

MAIN CONFERENCE DAYS

For the first time ever, you will have two dedicated premium streams: Next Gen CX and CCW Asia! Hear from organisations who have successfully transformed their contact centre operations and customer experience strategies to advance measurable innovation and purposeful human connection in the next era of customer experience.

NEXT-GEN MARKETING

Hear from Asia's most innovative marketers on how to turn data into insights and influence into impact in an ai-accelerated, experience-led marketing era.

19 JUNE 2026

POST-CONFERENCE WORKSHOP

Discover how you can empower the future workforce through ai-augmented performance, skills, and workforce management.

FOUR EVENTS UNDER ONE ROOF ONE UNIFIED CX ECOSYSTEM

**NEXT GEN
MARKETING**

**NEXT GEN
CX**

Leading the future of customer experience, design, and enterprise-wide transformation.

CCW CUSTOMER CONTACT WEEK ASIA

Advancing contact centre operations, service excellence, and workforce performance.

**NEXT GEN
MARKETING**

Turning Data into Insights and Influence into Impact in an AI-Accelerated, Experience-Led Marketing Era



Celebrating the region's most innovative and impactful customer experience achievements

KEY THEMES:

- Intelligent experience design & ethical AI
- Predictive, personalised journeys
- Cross-functional CX leadership & operating models
- Customer insight, analytics and foresight
- Digital transformation & journey orchestration

- Modern contact centre operating models
- AI, automation & intelligent operations
- Workforce performance, coaching & empowerment
- Omnichannel service delivery & conversational AI
- Real-time service analytics & operational efficiency

- Operationalising AI-Driven Marketing
- Delivering Measurable Performance
- Accelerating Growth Through Loyalty, Community & High-Value Customer Relationships
- Designing End-to-End Journeys
- Leveraging Social Proof, Community Signals and Influencer Integrity

- Award Winner Announcements
- Dinner & Networking
- Best Dressed Prize & Presentation
- Fun & Games

WHO THIS STREAM IS DESIGNED FOR:

Senior executives responsible for:

- Customer Experience
- Experience Design & Digital Experience
- Transformation, Strategy & Innovation
- Data, Insights & Journey Owners
- Omni-channel strategies
- Customer Analytics

- Contact Centre, Customer Service & Operations
- Workforce Management & Quality
- Customer Support & Service Excellence
- Digital Service, Automation & Conversational AI
- Operational transformation & excellence

- Marketing
- Digital Marketing
- Marketing Analytics
- Marketing Strategy
- Communications
- Brand

- Customer Experience
- Customer Service
- Customer Operations
- Strategy / Innovation
- Marketing & Communications



MEET OUR 2026 MARKETING EXPERTS

**NEXT GEN
MARKETING**



ASEEM PURI
Chief Executive Officer,
Unilever International



ANTHONY GUANZON
Chief Marketing Officer,
Malayan Insurance



ANTOINE NAZARET
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Marketing Director Baby
and Child Care,
Kimberly-Clark



ANDREW HILL
Digital Acceleration
Strategy and Enablement
Senior Director,
the Coca-Cola Company



ADELISE ASHDOWN
Global Head of Marketing
for Brand & Client
Experience + APAC
Regional Lead, **JLL**



KOO SOK HOON
Director of Marketing,
Shangri-La Singapore



RAZVAN PARASCHIV
Head of Marketing
Systems & Operations,
Airwallex



JAMIE SAY
Head of Marketing Malaysia
& Singapore,
Ego Pharmaceuticals



WANDA PASCUA
Head of Marketing,
Tonik Bank



MASON TAY
Associate Director,
Global Markets Growth,
Tripadvisor



ESTHER TAN
Global Director of
Marketing & E-Commerce,
Plaza Premium Group



JACKY MAK
Brand Marketing Director,
yu Rewards Club



JOANNE LIM
Head of Marketing
Southeast Asia,
Virgin Active




IAIN TWINE
Chief Marketing and
Communications Officer,
DALI Everyday Grocery



**Next Gen Marketing Theatre Day One
Wednesday, 17 June 2026**

09:00	Registration Opens
09:00	Welcome Address from Next Gen Marketing
09:05	Opening Remarks from the Chair
Marketing's New Reality: AI-Accelerated, Experience-Led	
09:10	<p>Opening CMO Panel Leading at the Intersection of Marketing and CX to Drive Trust, Growth and Performance</p> <ul style="list-style-type: none"> • Exploring how CMOs are aligning brand, product, digital and service functions to create cohesive journeys that convert and retain • Leveraging customer insight, AI and cross-functional collaboration to move from influence to tangible commercial impact • Connecting brand promise with operational delivery to strengthen trust, accountability and long-term customer value <p>Panellists: Aseem Puri, Chief Executive Officer, Unilever International Anthony Guanzon, Chief Marketing Officer, Malayan Insurance Iain Twine, Chief Marketing & Communications Officer, DALI Everyday Grocery</p>
09:40	<p><i>Head over to the Next Gen CX Stage for a session on:</i> Driving Digital-First Customer Interactions Senior Representative, LivePerson</p>
10:10	<p>Opening Keynote Setting the Stage for Impact: Unifying Insight, Innovation and Experience in a Customer-Defined Era</p> <ul style="list-style-type: none"> • Examining how rapidly shifting consumer expectations are redefining the relationship between marketing, digital and customer experience • Demonstrating how organisations can turn data into insight and insight into outcomes through integrated decision-making and real-time responsiveness • Establishing the capabilities, leadership behaviours and operating models required to deliver measurable impact across the end-to-end journey <p>Aseem Puri, Chief Executive Officer, Unilever International</p>
Orchestrating Seamless, Trust-Building Journeys That Convert and Retain	
10:40	<p><i>Head over to the Next Gen CX Stage for a session on:</i> He Said, She Said -- A Battle of the Stakeholders</p>


	<p>There's never just one side to a story. In this keynote, Nicholas Kontopoulos, VP of Marketing, Twilio APJ, explores how companies see their business versus how their customers see it. Let's break down how customers, leaders, customer service agents, and marketing teams are approaching business today and examine the role technology has played in getting us to this point.</p> <p>Then explore how real-time data and adaptable communication strategies can help bridge gaps across the customer journey, supporting more cohesive, trust-building experiences that align internal teams and customer expectations.</p> <p>Nicholas Kontopoulos, VP of Marketing, Twilio</p>
<p>11:10</p> 	<p>Speed Networking Session</p> <p>Join us in this Speed Networking Session where you will be able to meet other participants at the Conference! During this session, you will have the opportunity to engage with several leaders in a short amount of time and exchange business cards to take the conversation beyond the Conference.</p>
<p>11:30</p>	<p>Networking Break</p> <p>Take a break and use this time to network with your fellow industry peers!</p>
<p>12:00</p>	<p>Driving Trust-Led Growth Through Marketing in a High-Consideration Category</p> <ul style="list-style-type: none"> • Designing education-led marketing strategies that simplify complex propositions and accelerate confident customer decision-making • Aligning brand, content and channel strategy to deliver consistent, credible messaging across the acquisition and consideration journey • Balancing growth, performance and trust in regulated or high-stakes categories without over-reliance on short-term acquisition tactics • Measuring the commercial impact of trust-based marketing on conversion quality, engagement and long-term customer value
<p>12:30</p>	<p>From Campaigns to Culture: How to build trust when AI powers Social First Marketing</p> <ul style="list-style-type: none"> • Exploring how AI is accelerating social first marketing and how that enables brands to be embedded in culture • How to use AI to decode social signals in real time, identify emerging cultural moments and respond with relevance at speed • Understanding where AI-driven social execution can break down, and how brands can avoid cultural missteps as they scale speed and automation <p>Shalini Seneviratne, Marketing Director Baby and Child Care, Kimberly-Clark</p>
<p>13:00</p>	<p>Panel Discussion</p> <p>Designing End-to-End Journeys That Remove Friction and Increase Conversion Across Channels</p> <ul style="list-style-type: none"> • Mapping behavioural drop-off points that impede progression across digital and physical touchpoints • Streamlining steps using automation, clearer messaging and optimised UX flows • Collaborating with product, CX and service teams to ensure journey continuity • Measuring conversion uplift to prove the value of friction reduction across segments <p>Moderator: Esther Tan, Global Director of Marketing & E-Commerce, Plaza Premium Group</p> <p>Panellists:</p>

	<p>Mason Tay, Associate Director, Global Markets Growth, Tripadvisor Koo Sok Hoon, Director of Marketing, Shangri-La Singapore Shalini Seneviratne, Marketing Director Baby and Child Care, Kimberly-Clark</p>
13:30	<p>Networking Break Take a break and use this time to network with your fellow industry peers!</p>
<p>Operationalising AI-Driven Marketing to Deliver Measurable Performance</p>	
14:30	<p>Designing Seamless, Revenue-Driving Experiences Across the End-to-End Travel Journey</p> <ul style="list-style-type: none"> • Connecting marketing, e-commerce and on-ground service to deliver a consistent experience from pre-trip planning through post-travel engagement • Leveraging customer and behavioural intelligence to personalise offers, communications and experiences across digital and physical touchpoints • Balancing global brand consistency with local market nuance across airports, lounges and partner environments • Measuring the commercial and experiential impact of experience-led marketing on conversion, loyalty and repeat usage <p>Esther Tan, Global Director of Marketing & E-Commerce, Plaza Premium Group</p>
15:00	<p>Panel discussion Accelerating Creative Execution and Iteration Using GenAI Without Compromising Brand Trust</p> <ul style="list-style-type: none"> • Generating campaign variations aligned to brand guidelines and audience-specific formats • Testing AI-produced content in-market to validate engagement and ROI before scaling • Embedding human oversight to maintain authenticity, tone consistency and regulatory compliance • Developing governance frameworks that prevent misuse and protect brand reputation <p>Panellists: Andrew Hill, Digital Acceleration Strategy and Enablement Senior Director, the Coca-Cola Company Jacky Mak, Brand Marketing Director, yu Rewards Club</p>
16:10	<p>Networking Break Take a break and use this time to network with your fellow industry peers!</p>
16:40	<p>Laying the Data Foundations for AI: Ensuring Your Underlying Data Is Ready Before You Deploy</p> <ul style="list-style-type: none"> • Auditing and strengthening underlying data architecture to eliminate fragmentation across marketing systems and channels • Prioritising behavioural and first-party data to improve segmentation, scoring and predictive modelling accuracy • Standardising measurement frameworks to ensure clean attribution and cross-channel performance visibility • Embedding data governance and operational discipline to ensure AI initiatives drive measurable commercial impact rather than surface-level automation

	Razvan Paraschiv, Head of Marketing Systems & Operations, Airwallex
17:10	Driving Loyalty at Scale: How Data and Personalisation Are Transforming Coalition Marketing into a Growth Engine <ul style="list-style-type: none"> Using customer and transaction data to drive more relevant, personalised loyalty engagement Balancing scale with relevance across multiple brands and partners within a coalition ecosystem Leveraging emerging tools (including GenAI where appropriate) to improve targeting, content and member engagement Measuring the commercial impact of loyalty marketing on retention, frequency and lifetime value
17:30	Closing Remarks from the Chair and End of Marketing Theatre Day One

**Next Gen Marketing Theatre Day Two
Thursday, 18 June 2026**

09:00	Registration Opens
09:00	Welcome Address from Next Gen Marketing
09:05	Opening Remarks from the Chair
Operationalising AI-Driven Marketing to Deliver Measurable Performance	
09:10	Panel Discussion Delivering Omnichannel Consistency for Mobile-First, Social-First Consumers <ul style="list-style-type: none"> Adapting communications to the behaviours, preferences and cultural nuances of mobile-first audiences Integrating social commerce, messaging apps and live shopping as core journey components Ensuring consistency in tone, offer logic and experience between retail, app, web and social Evaluating which channels most effectively drive discovery, conversion and long-term engagement Ananditha Mayasari, AVP Head of Marketing, Kopi Kenangan
09:40	<i>Head over to the Next Gen CX Stage for a session on:</i> Industry Thought Leadership Senior Representative, Level3AI Level3AI is a Singapore-based, AI-native company building enterprise-grade AI agents for customer engagement across voice, email and chat. Founded in 2024 by Harry Yu and Zachary Wang, its proprietary platform combines advanced language models with deep system integration to deliver measurable performance outcomes. Designed for the complexity of the APAC market, Level3AI serves leading international brands, including GetGo, Carousell, Yuu Rewards and Carsome.
10:10	Case Study

	<p>Personalising Fandom at Scale: How the NBA Uses Data and AI to Deepen Engagement Across Asia <i>With Asia representing its largest and most diverse fanbase, the NBA must tailor its positioning, content, and engagement strategies market by market. This session explores how the league blends localisation, partnerships, and AI-driven personalisation to grow fandom, nurture loyal audiences, and power its direct-to-consumer ecosystem.</i></p> <ul style="list-style-type: none"> Localising marketing and content strategy to reflect each country's maturity - whether building new fandoms, nurturing existing communities, or partnering with local cultural icons like K-pop stars Using big data and AI to personalise the experience across the NBA ecosystem, enabling fans to follow specific players, teams, storylines, and game moments Leveraging technology to simplify the sheer volume of games and content, helping fans find what matters most to them Strengthening the league's direct-to-consumer funnel through personalised journeys that drive League Pass adoption and deeper long-term engagement <p>Antoine Nazaret, Assistant Vice President Digital Marketing Asia, NBA</p>
10:40 	<p>Human Bingo Kick off the conference with a bingo-style networking activity designed to get conversations flowing. Delegates will receive a bingo card featuring different attendee profiles and roles across the room. The goal is to connect, match profiles, and punch as many holes as possible by meeting new people. Prizes (and bragging rights) go to the most connected.</p>
11:10	<p>Networking Break Take a break and use this time to network with your fellow industry peers!</p>
11:40	<p>Case Study Building Trust at Speed: How Tonik Bank Is Shaping Digital Banking in the Philippines <i>As one of the country's newest digital banks, Tonik is building awareness, credibility, and customer adoption in a market where digital banking is still emerging. This session explores how Tonik balances rapid startup execution with trust-building, education, and performance-driven marketing to accelerate acquisition and strengthen customer experience.</i></p> <ul style="list-style-type: none"> Establishing trust through clear, consistent education on digital banking safety, regulatory compliance, and Tonik's value proposition Designing fast, high-impact brand campaigns that drive both awareness and measurable conversion in a competitive, low-trust market Leveraging performance marketing and on-the-ground activation to reduce cost per acquisition while scaling app adoption Aligning brand-building and customer experience to create a seamless journey from first impression to active, engaged account holder <p>Wanda Pascua, Head of Marketing, Tonik Bank</p>
<p>Accelerating Growth Through Loyalty, Community & High-Value Customer Relationships</p>	
12:10	<p>Leveraging Social Proof, Community Signals and Influencer Integrity to Drive Credibility in Experience-Led Brands</p> <ul style="list-style-type: none"> Activating authentic member stories, community advocacy and peer validation to build trust in high-consideration lifestyle and wellness categories Designing influencer and creator strategies that prioritise credibility, alignment and long-term brand equity over short-term reach or vanity metrics

	<ul style="list-style-type: none"> Integrating social proof across digital, physical and experiential touchpoints to influence decision-making throughout the consideration journey Measuring the impact of community-led and influencer-driven marketing on conversion quality, retention and brand trust <p>Joanne Lim, Head of Marketing Southeast Asia, Virgin Active</p>
12:40	<p>The 10 Hard Truths of Influencer Marketing: Why Most Campaigns Look Good but Fail to Move Brands</p> <ul style="list-style-type: none"> Expose the truth behind inflated metrics, volatile engagement and misaligned creator–brand partnerships Spot real influence- and stop optimising for reach that doesn't build brands Shift from campaigns to credibility, focusing on community and authentic connection <p>Jamie Say, Head of Marketing Malaysia & Singapore, Ego Pharmaceuticals</p>
13:10	<p>Networking Break Take a break and use this time to network with your fellow industry peers!</p>
14:10	<p>Panel Discussion Enhancing Real-Time Customer Support Journeys Through Marketing–CX Alignment</p> <ul style="list-style-type: none"> Bridging marketing and service teams to ensure consistent messaging from acquisition to resolution Deploying proactive communication to pre-empt issues, reduce inbound enquiries and improve outcomes Embedding feedback loops to refine journey moments with the highest emotional impact Quantifying the impact of reduced friction on satisfaction, NPS and repeat purchase <p>Panellists: Adelise Ashdown, Global Head of Marketing for Brand & Client Experience + APAC Regional Lead, JLL Wanda Pascua, Head of Marketing, Tonik Bank Antoine Nazaret, Assistant Vice President Digital Marketing Asia, NBA</p>
14:40	<p>Applying Predictive Analytics to Anticipate Behaviour and Reduce Wasted Spend</p> <ul style="list-style-type: none"> Identifying the highest-value signals that indicate propensity, intent or churn risk Designing predictive models that directly support acquisition efficiency and retention outcomes Refining activation strategies based on model accuracy, bias detection and performance feedback loops Prioritising spend towards audiences with the highest likelihood of conversion or long-term value
15:30	<p>Networking Break Take a break and use this time to network with your fellow industry peers!</p>
16:00	<p>Building an AI-Ready Marketing Operating Model That Supports Speed and Accountability</p> <ul style="list-style-type: none"> Redesigning roles, processes and governance to enable faster experimentation and decision-making Upskilling teams in data literacy and AI fluency to ensure effective adoption and ownership

	<ul style="list-style-type: none"> Aligning AI-driven initiatives to commercial objectives to secure stakeholder buy-in Monitoring performance through transparent dashboards that tie activity to outcomes
16:30	<p>Scaling Subscription and Membership Models That Create Sustainable Growth Engines</p> <ul style="list-style-type: none"> Designing value propositions grounded in genuine utility, exclusive access or convenience Analysing churn signals to intervene early with targeted, value-led offers Balancing acquisition incentives with profitable, long-term retention mechanics Testing pricing, bundling and benefits to optimise unit economics and customer loyalty
17:00	Closing Remarks from the Chair and End of Marketing Theatre Day Two

SPONSORSHIP OPPORTUNITIES

**NEXT GEN
MARKETING**

Be positioned right in front of CX & Marketing leaders and decision makers

DEMONSTRATE THOUGHT LEADERSHIP



Position your cost-effective, innovative solution in front of active decision makers through our plenary speaking sessions, interactive roundtable discussions and pre/post conference workshops

- 30 minute presentation on our conference agenda - SOLD OUT
- Opportunity to moderate or participate in a panel discussion
- Opportunity to moderate an Interactive Roundtable Group discussion

NETWORK & GENERATE LEADS FOR YOUR BUSINESS



Optimise your networking opportunities and get right in front of key decision makers by hosting our networking sessions or cocktail receptions

Host our networking lunch or cocktail receptions and gain enhanced branding on our brochure and website as lunch/networking drinks sponsor and the opportunity to deliver a 5 minute address

SHOWCASE YOUR SOLUTIONS



Book an exhibition booth and demonstrate first-hand how your product/service is the solution for customer contact leaders

- 3x3
- 6x3
- 6x6 options available



DOWNLOAD OUR SPONSORSHIP GUIDE HERE!

OUR MEDIA PARTNERS



PRICING & PASSES

**NEXT GEN
MARKETING**

CONFERENCE ONLY (2 DAY CONFERENCE)

Purchase Before

Pre Early Bird
27-Mar-26
SGD \$3,299

Early Bird
24-Apr-26
SGD \$3,599

Special
22-May-26
SGD \$3,899

STANDARD RATE:
Book and Pay 4 weeks out to Finish
SGD \$4,199

MAIN CONFERENCE + PRE & POST WORKSHOPS (4 DAYS)

Purchase Before

Pre Early Bird
27-Mar-26
SGD \$4,699

Early Bird
24-Apr-26
SGD \$4,999

Special
22-May-26
SGD \$5,299

STANDARD RATE:
Book and Pay 4 weeks out to Finish
SGD \$5,599

OFFERS & GROUP BOOKING DISCOUNTS AVAILABLE!

Group of 2+ delegates
15% OFF

Group of 4+ delegates
25% OFF

Group of 7+ delegates
35% OFF

Group of 10+ delegates
45% OFF





CUSTOMER EXPERIENCE ASIA WEEK

NEXT GEN MARKETING

17-18 June
CONFERENCE

Next Gen Marketing highlights excellence in marketing strategies in the dynamic marketplace

NEXT GEN CX

16-19 June
PREMIUM CONFERENCE

Our premium, paid stage showcasing the best work in Customer Experience and Customer Service across Asia



17 June
AWARDS DINNER & NETWORKING

CX Asia Excellence Awards celebrates the highest level of achievement and excellence for the CX function in Asia

