

**SEPTEMBER 7, 2017**  
**DAY 2 – BUSINESS SESSION**

7:30AM	<b>I. ON-SITE REGISTRATION</b>
8:15AM	<b>II. PROTOCOLS</b> a. Parade of Colors b. Invocation c. Philippine National Anthem d. Opening Performance
8:45AM	<b>III. WELCOME REMARKS - MSAP Media Congress Chairperson: Ms. Venus Navalta</b>
9:00AM	<b>IV. KEYNOTE SPEAKER: Sec. Wanda Teo</b> , Secretary of the Department of Tourism
9:30AM	<b>V. DA VINCI CODE: Cracking The Consumer Code</b> - Decode your consumer's ever-changing needs and preferences. <b>FORMAT: Back to Back Discussion</b>
	<b>SPEAKERS</b> <b>Mr. Willy Kuehne</b> , Head of Agency, Google Philippines <b>Mr. David Webb</b> , Senior Director, Data & Insights, Turner Asia Pacific
10:10AM	<b>VI. PITAKA: State and Share of the Filipino's Wallet</b> - What is the state of the Filipino's wallet? Is it getting fatter? How do you get your share of his wallet? <b>FORMAT: Back To Back Discussion</b>
	<b>SPEAKERS</b> <b>Gov. Dominic Petilla</b> , Governor, Province of Leyte <b>Dr. Dennis Mapa</b> , Dean, University of the Philippines School of Statistics
10:50AM	<b>VII. AUDIENCES IN THE DIGITAL ERA with ABS-CBN President and CEO: Mr. Carlo Katigbak</b>
11:20AM	<b>VIII. REACTOR SEGMENT: Mr. Jos Ortega</b> , Chairman and CEO, Havas Ortega
11:50AM	<b>VIII. LUNCH BREAK sponsored by Radio Mindanao Network</b> <b>Venue: Garden Wing CAP John Hay</b>
12:50PM	<b>IX. SPONSOR SEGMENT (Garden Wing CAP John Hay)</b>
1:50PM	<b>X. RAFFLE (SESSION HALL)</b>
1:55PM	<b>XI. LIMITLESS: Maximizing Your Consumer's Potential</b> - Get ahead by fulfilling your consumer's needs and desires. <b>FORMAT: Panel Discussion</b>
	<b>SPEAKERS</b> <b>Mr. James Hawkins</b> , Managing Director, dentsu X APAC <b>Mr. Stuart Jamieson</b> , Managing Director, Nielsen SEA <b>Mr. David Trovell</b> , Managing Director, Initiative Philippines
2:55PM	<b>XII. HE'S JUST NOT THAT INTO YOU: The Viewer Experience</b> - How do you get audience attention in an overloaded world? <b>FORMAT: Back to Back Discussion</b>
	<b>SPEAKERS</b> <b>Mr. Neil Stewart</b> , Head of Agency APAC, Facebook <b>Ms. Valerie Madon</b> , Chief Creative Officer, Havas Group SEA  <b>REACTOR</b> <b>Mr. Third Domingo</b> , Board Member, 4As Philippines

3:55PM	<b>XIII. GAME OF THRONES: Diverse and Dynamic Media</b> - A lively session of the evolving roles of TV, Radio, Print, OOH, Digital in delivering clients' KPIs. <b>FORMAT: Case Study / Defend Your Medium</b>
	<b>SPEAKERS</b> <b>Mr. Chot Reyes</b> , Chief Executive Officer, TV5 <b>Mr. Barbie Atienza</b> , President, United Print Media Group <b>Mr. Vince Jaen</b> , Director – Talent Management Group, Manila Broadcast Company <b>Mr. Alex Montañez</b> , President, Outdoor Advertising Association of the Philippines <b>Mr. Prem Bhatia</b> , Managing Director, Phar Holdings <b>Mr. Dindo Marzan</b> , Vice President, Voyager Innovations, Inc.  <b>MODERATOR</b> <b>Mr. Donald Lim</b> , Country Chief Executive Officer, Dentsu Aegis Network
6:20PM	<b>END OF BUSINESS SESSION DAY 1</b>
7:00 PM	<b>XIV. DINNER: Sponsored by TAPE, Inc. / Eat Bulaga</b> <b>Venue: Cordillera Conference Hall, Baguio Country Club</b>