

**SEPTEMBER 8, 2017**  
**DAY 3 – BUSINESS SESSION**

8:45AM	<b>I. RAFFLE / ICE BREAKER / DAY 1 HIGHLIGHTS</b>
9:00AM	<b>II. 2017 CONGRESS DAY 2 PRIMER - MSAP Programs Committee Vice Chair: Mr. Mark Chaves</b>
9:10AM	<b>III. THE APPRENTICE: Media-Led Business Growth</b> - Learn how companies are successfully using Media to grow their business. <b>FORMAT: Case Study</b>
	<b>SPEAKER</b> <b>Mr. Dennis Perez</b> , Head of Media, Unilever Philippines
9:30AM	<b>IV. FAST AND FURIOUS: Full Speed Ahead with Big Data</b> - Learn how companies are successfully using Analytics. <b>FORMAT: Case Study</b>
	<b>SPEAKER</b> <b>Mr. Albany Woo</b> , Regional Head of Analytics, IPG Mediabrands
9:50AM	<b>V. REACTOR SEGMENT: Mr. Jay Bautista</b> , Managing Director, Kantar Media
10:10AM	<b>VI. NEWS CREDIBILITY AND AUDIENCE TRUST with CNN International Correspondent: Ms. Manisha Tank</b> - Trust vs. Facts. Winning trust in the midst of new media
10:40AM	<b>VII. THE SOCIAL NETWORK: The Connected Culture</b> - How do you connect and win with today's connected culture? <b>FORMAT: Back To Back Discussion</b>
	<b>SPEAKERS</b> <b>Mr. Chad Sotelo</b> , Chief Marketing Officer, Samsung Electronics Philippines Corporation <b>Mr. Fergus O'Hare</b> , Director, Facebook Creative Shop APAC  <b>REACTOR</b> <b>Mr. Laurent Goirand</b> , Head of Digital, GroupM Philippines
11:40AM	<b>VIII. LUNCH BREAK / ICE BREAKER sponsored by Manila Broadcasting Company</b> <b>Venue: Garden Wing CAP John Hay</b>
12:40PM	<b>IX. SPONSOR SEGMENT (Garden Wing CAP John Hay)</b>
1:40PM	<b>X. RAFFLE (SESSION HALL)</b>
1:45PM	<b>XI. SING!: The Rise of Online Sensations</b> - Know the makings of a viral superstar. <b>FORMAT: Talk Show</b>
	<b>SPEAKERS</b> <b>Mr. Lloyd Cadena</b> <b>Mr. Daniel Marsh</b> <b>Ms. Maine Mendoza – Pending</b> <b>Mr. Paolo Ballesteros</b>  <b>MODERATOR</b> <b>Nicole Hyala and Chris Tsuper</b> , Tambalan

2:25PM	<b>XII. RENT: The Sharing Economy</b> - Community Ownership: Trusting Strangers <b>FORMAT: Back to Back Discussion</b>
	<b>SPEAKER</b> <b>Ms. Cindy Toh</b> , Country Marketing Head, Grab Philippines <b>Mr. Ibba Rasul Bernardo</b> , Chief Executive Officer, Sari Software Solutions
3:05PM	<b>XIII. THE BUCKET LIST: Live Life to the Fullest</b> - Dig the "Experience" Goldmine. <b>FORMAT: Panel Discussion</b>
	<b>SPEAKERS</b> <b>Mr. Kenneth Ligan</b> , Country Head, Google Philippines <b>Ms. Rhiza Pascua</b> , CEO, Music Management International  <b>REACTOR</b> <b>Ms. Jenny Santos</b> , Chief Media Officer, Publicis One Philippines
4:05PM	<b>XIV. STAR WARS: The Future is Epic</b> - Industry leaders share their visions on emerging advertising trends, technologies and strategies. <b>FORMAT: Round Table Discussion</b>  <b>SPEAKERS</b> <b>Mr. Puneet Arora</b> , Chief Executive Officer GroupM SG & PH, Chairman, GroupM THAI <b>Mr. Mike Amour</b> , Chairman and Chief Executive Officer, Havas Group Asia Pacific  <b>REACTOR</b> <b>Ms. Margot Torres</b> , President, Internet and Mobile Marketing Association of the Philippines
4:50PM	<b>XV. CLOSING REMARKS - MSAP President: Ms. Gladys Basinillo</b>
5:05PM	<b>XVI. CLOSING PERFORMANCE</b>
6:00PM	<b>XVII. Cocktails/Press Conference sponsored by Department of Tourism</b> <b>Venue:</b> The Bell House, Camp John Hay
7:00PM	<b>XVIII. DINNER sponsored by ABS-CBN</b> <b>Venue:</b> Cordillera Conference Hall, Baguio Country Club