digimarconsingapore.sg | #DigiMarConSingapore

SINGAPORE

CONFERENCE OVERVIEW

SEPTEMBER 16-17, 2020

ABOUT DIGIMARCON SINGAPORE 2020

DigiMarCon Singapore 2020 is your chance to …

- **Hear from some of the most audacious and thought provoking speakers in the digital marketing industry.**
- **Gain insight into emerging strategies, the latest innovative technologies, and best practices to move your business to the next level.**
- **Interact with thought leaders, collaborate with your peers and build your network in a beautiful atmosphere.**

DigiMarCon Singapore 2020 Digital Marketing Conference & Exhibition will be held from September 16th to 17th, 2020 at the luxurious Marina Bay Sands Expo & Convention Centre in Singapore. Whether your goal is to reinforce customer loyalty, improve lead generation, increase sales, or drive stronger consumer engagement, the DigiMarCon Singapore 2020 program has been specifically designed to help attendees develop their audience.

It's the one digital marketing event you can't afford to miss this year! Sessions will focus on building traffic, expanding brand awareness, improving customer service and gaining insight into today's digital tools.

MARINA BAY Sands SINGAPORE

Marina Bay Sands Expo & Convention Centre
10 Bayfront Ave
Singapore 18956

This year's topics include:

- Digital Strategy
- Web Experience Management
- Usability / Design
- Mobile Marketing & Retargeting
- Customer Engagement
- User Acquisition
- Social Media Marketing
- Targeting & Optimization
- Video Marketing
- Data Science & Big Data
- Web Analytics & A/B Testing
- Email Marketing
- Content Marketing
- UX / UI
- Search Engine Optimization
- Paid Search Marketing
- Geo-Targeting
- Predictive Analysis & Attribution
- Growing Hacking
- Conversion Rate Optimization
- Growing Marketing Tools
- Marketing & Sales Automation
- Sustainable Growth Strategies
- Programmatic Advertising

Auditorium: Heliconia Ballroom at the Marina Bay Sands Expo & Convention Centre

HURRY AND SAVE MY SPOT NOW! **digimarconsingapore.sg/register/**

WHO ATTENDS DIGIMARCON?

Brands • Agencies • Solution & Service Providers • Media Owners • Publishers • Entrepreneurs • Start-Ups • Investors • Government • Corporates • Institutes of Higher Learning

AGENDA AT A GLANCE

1 Wednesday, September 16th, 2020

Master Classes

9:00am – 9:50am
Registration Check-in, Welcome Refreshments & Networking
TECHSPO Hall

9:50am – 12:00pm
Master Classes
Auditorium

12:00pm – 1:00pm
Networking Luncheon
TECHSPO & Dining Hall

1:00pm – 3:00pm
Master Classes
Auditorium

3:00pm – 3:45pm
Refreshments & Networking Break
TECHSPO & Dining Hall

3:45pm – 5:00pm
Master Classes
Auditorium

5:00pm – 7:00pm
Welcome Cocktail Reception
Cassia Junior Ballroom

2 Thursday, September 17th, 2020

General Sessions

9:00am – 9:50am
Registration Check-in, Welcome Refreshments & Networking
TECHSPO Hall

9:50am – 12:00pm
General Sessions
Auditorium

12:00pm – 1:00pm
Networking Luncheon
TECHSPO & Dining Hall

1:00pm – 3:00pm
General Sessions
Auditorium

3:00pm – 3:45pm
Refreshments & Networking Break
TECHSPO & Dining Hall

3:45pm – 5:00pm
General Sessions
Auditorium

5:00pm – 7:00pm
Farewell Cocktail Reception
Cassia Junior Ballroom

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SPEAKERS

Some of the Featured Speakers that have spoken at recent Digimarcon Conferences:

Let our speakers show you how to develop your audience, build traffic, improve customer service, create brand awareness and use the right tools.

Hurry and Save My Spot Now!

SESSIONS

Whether you're just getting started in the industry or you're a digital marketing expert, DigiMarCon Singapore will give you the latest strategies and information to increase your own knowledge and grow your business.

Stay Tuned! The Sessions for DigiMarCon Singapore 2020 has not been announced.
Take a look at some of the Sessions and Speakers from the most recent DigiMarCon Conferences.

The Next Era in Web Marketing

SparkToro

Rand Fishkin, Founder, SparkToro

If it feels like the giants of the web -- Facebook, Google, Instagram, LinkedIn, Twitter, YouTube, et al -- are conspiring against you to make it vastly more difficult to spread your message or amplify your content... You're right! They are. In this presentation Rand will boil down exactly why that's happening and what smart marketers can do to build creative advantages and avoid these emerging pitfalls.

6 Seconds or Bust: Mastering Short-Form Storytelling and Micro-Content

NBCUniversal

Megan Toth, Senior Social Media Lead, NBCUniversal

In today's world, we only have between 3-6 seconds to capture someone's attention and tell a story. What message are you trying to convey? Are you promoting the premiere date of a new TV series or cast of a movie? Are you a brand offering a new product? It's not enough to simply post a 60- or 30-second movie trailer or other pieces of content directly to social media. It needs to be optimized for the social platform – think format and audience. When you have six seconds to convey your message, every second counts. Creating "snackable content", is no longer optional in our mobile-driven world and doing it successfully is an art.

The Five Blessings from Customer Privacy

brain+trust PARTNERS

Tim Hayden, President & Co-Managing Partner, Brain+Trust Partners

In January of 2020, the California Consumer Privacy Act will go into effect and change marketing forever. At the same time, a decade of increased marketing budgets and growing technology stacks have failed to deliver customized content experiences at scale that consistently lead to more conversions and higher sales. The struggle is real in dealing with media and data volatility, but there's no challenge that can't be leveraged for greater marketing success. Let's discuss five ways how you can be a compliant, lean and productive content marketer.

What's the Story with Stories?

facebook

Elizma Nolte, Regional Marketing Manager, Facebook

Mark Zuckerberg has been quoted as saying Stories will overtake Feed - what did he mean, what's behind the fast growth of this format, and why should marketers care?

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Smashing Silos to Innovate With Your Search Strategy

Christi Olson, Head of Evangelism, Microsoft

Consumers today are more demanding than ever before. They expect custom tailored experiences personalized to their every need. They expect to be able to reach you 24/7/365 and get immediate answers to their questions. In this session you'll learn how marketing roles can directly impact paid search performance, including the most common issues that arise, and how to immediately fix them to improve ROI and revenue growth and how you can innovate to leap frog ahead of your competition by starting your conversational AI marketing strategy today.

What Amazon Learned About Creating Rewards Campaigns

Mike Hines, Head of Partner Success, Amazon

Discover what the Amazon Appstore learned when creating its Reward Campaigns and writing a service to run those campaigns. This presentation includes results from Amazon's campaigns, results from partner campaigns, and a review of what rewards campaign practices worked well (and which didn't). The practices section is structured to give you insight when building your own rewards campaign or drafting requirements for a partner supplied solution.

The Marketing Abyss - Widening Gap Between Customers & Brands

Laura-Ann Mitchell, Director of Digital, Cisco

What does the road from bridging the gap to building the bridge look like for B2B brands today? Join us for an engaging, highly energized panel discussion that goes beyond marketing tools, fancy jargon and confusing rhetoric to truly focus on delivering value to our customers one moment at a time. With the deluge of marketing tools, data insights and customer data platforms we as marketers are now more equipped than ever to proactively anticipate and respond to customer needs. Yet we continue to miss the mark and customers are less enthused. Cisco will share its strategy (people, process, tools) & two case studies that show why getting back to basics is still effectively landing new prospects and nurturing existing relationships for demand and lead generation. The output will be a winning recipe for leveraging data from SEO, Social, and Customer Data Platforms to drive engagement & conversion.

Let Me Tell You a Story …

Jason Falls, Director of Digital & Social Strategy, Cornett

How to push the envelope and stand out with what's next in social content strategy. How many times have you thought about your story arc when planning your content calendar? You're going to start to when you hear Jason Falls's latest thoughts on social content strategy. Falls's ideas have been engineering engaging social content efforts for brands since the early days of social. Join him on a fun and raucous ride through his latest approach of "authoring" a social storyline that keeps your audiences informed, engaged, sharing and wanting more. And yes, he'll make you laugh a lot along the way.

How to Inject Creativity into Your Digital Marketing Strategy

Beverley D'Cruz, Chief Marketing Officer – UK, Pizza Hut

Brands today have a matter of seconds to capture the attention of customers - who are more cynical than ever before. With time-frames getting shorter and screens getting smaller, brands are looking for creative strategies which engage audiences. However, creativity is often separated from digital strategy. Digital can be overlooked as a world of metrics and short-term thinking. Even though digital is highly measurable, this does not mean it should lack creative.

How to Rank Higher than No. 1 on Google

Fernando Angulo, Head of Communications, SEMrush

You've seen more and more methods for ranking #0 in search results lately, right? You've likely seen the People Also Ask (Related Questions) boxes – the accordion-like question and answer boxes are Google search result pages (SERPs). Introducing why Featured Snippets are an important part of SEO and digital marketing and how you can appear in them to drive increased traffic to your site.

Do You Even Lift? Incrementality & Lift Testing Explained

Teresa Lewis, Sr. Consultant, Advanced Measurement Services, Adobe

Are my ads causing incremental actions to be taken? This is the key question we'd like our media measurement to address. However, a lion's share of solutions are still based off correlation and cannot prove that your ad caused the action or if you took credit for an action that would have occurred regardless of advertising. Lift testing is the solution to help you escape the biases of correlated based methods, allowing you to fully understand if your ads are causing incremental actions to be taken.

The Art of the V Word (Viral)

Max Price, Creative Director, Priceless Productions

"We want it to go viral." The hardest brief when cats aren't the subject matter. Priceless Productions has been able to find the perfect middle ground of cracking briefs for clients and achieve huge organic reach, with massive viral results. See founder Max Price talk about the science behind the creative and managing expectation.

How KLM is Using Social Media as an R&D Lab for Customer-Centric Innovation

Sharon Geervliet, Social Media Manager, KLM Royal Dutch Airlines

With over 350 agents, KLM Royal Dutch Airlines has the largest social media service team in the world. The over 200.000 unique individuals that contact KLM every week via social media are a huge source of feedback and inspiration for the airline that aims to be the most customer-centric European network carrier. Sharon Geervliet will highlight several recent social innovations - from hyper personalised social ads to automated boarding passes, full travel journeys on voice and augmented reality (from luggage scan to entertainment).

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Digital Marketing Trends: Experts Insights on How to Gain a Competitive Edge

CARAT

Donald Mokgale, Marketing Director, Carat

The digital marketing industry is changing faster than ever and those who don't adapt with the times are losing market share. Where should marketers be focusing their efforts? What strategies are the experts seeing get the best results? Get up-to-speed with the latest industry insights, trends and predictions for the future in this panel discussion with some leading digital marketing experts.

Gamification: The Antidote to Modern Advertising

Reflectdigital

Becky Sims, Founder and CEO, Reflect Digital

Join Becky Simms for a first-hand account of how you can use the proven technique of gamification in your content marketing strategy. This talk will take you on a journey from the background data of 2k consumers and their views on gamification, through to how to plan a gamification campaign for your business. Looking at how to succeed and what the metrics for success are. This talk will allow you to understand what gamification is and the benefits that can be woven into a gamification strategy. It will give you a clear planning strategy for your first gamification campaign and help you qualify what measures you should have in place to ensure you can report on the campaign successes.

Reinventing Content Marketing into a Measurable Business Strategy

The Content Advisory

Robert Rose, Chief Strategy Officer, The Content Advisory

We have moved into a new era of marketing – one where the creation of value through content-driven experiences is the focus. Yes, the entire practice of marketing has changed – again. So, if it's such an important part of the equation, why is the struggle to measure the effectiveness of content such a struggle for the business? It's because we're measuring precisely the wrong thing: the content. Let's reboot the whole notion of content marketing, and understand what it is we're actually solving for. In this session, we'll discuss the current transformation of the marketing department inside out. Let's examine the business model of content, and walk step by step on how to develop the optimal business purpose and focus for a truly measurable content marketing strategy.

Let our speakers show you how to develop your audience, build traffic, improve customer service, create brand awareness and use the right tools.

Hurry and Save My Spot Now!

MASTER CLASSES

DigiMarCon Singapore 2020 is offering five limited-attendance Master Classes on Wednesday, September 16th. Master Classes are only available to conference attendees and each session will be held at a different time, allowing attendees attend them all. Master Classes are 1-hour in duration with provisions for networking before and after. All Master Classes are included in the All Access and VIP Pass. Master Classes provide the practices, applications, and hands-on exposure you need to become (and remain!) a top performer in your field.

Stay Tuned! The Master Classes for DigiMarCon Singapore 2020 has not been announced.
Take a look at some of the Master Classes and Facilitators from the most recent DigiMarCon Conferences.

AI in Marketing Master Class

Pam Didner, Owner & Author, Relentless Pursuit

Artificial Intelligence has been a buzz word in martech. Many martech vendors position their products as AI-based platforms. What does that mean to marketers? What do marketers need to know about AI to either evaluate vendors' platforms or modify their existing sales and marketing processes? Pam Didner, Author of Global Content Marketing and Effective Sales Enablement, will share examples and case studies so that you can easily evaluate AI or build AI-centric martech stacks that fit your processes and flows.

Conversational Marketing Master Class

Tony Eades, Chief Strategy Officer, Salted Stone

How engaged is your brand with your prospects and customers? Whether you are B2B or B2C – today is all about B2H (Business To Human) and with it a demand for a personal, fast and relevant user experience at every touch point across the buyer journey. In this session, we'll show how business strategy, user experience and real-time data are driving today's marketing and sales experience.

Content Marketing Master Class

Celestine Turner Hall, Head of Market & Competitive Intelligence, Sage

In a world where content is king and audiences have the attention span of a gold fish, it is becoming harder for content marketers to drive views, engagement and conversion. Understanding your competitors' strategies, successes and challenges can provide you with important insights that can supercharge your content marketing with new ideas, tactics and breakthrough messaging. This session will give practical tools to stay ahead of your competitors.

Customer Acquisition Master Class

Sonal Shah, B2B Marketing Lead, PayPal

The benchmark of a successful marketing strategy hinges on a continual increase in customer acquisition numbers at an ever-decreasing acquisition cost. This approach, forces even strategic marketers into taking a short-term view, resulting in leaky funnels and increasing retention costs. In this session, we will explore strategies to take a more holistic, long term view – by moving from Cost of New Acquisition to a more balanced LTV:CAC view. Find inspiration in dissecting the funnel, hacking a smart acquisition strategy that aids retention, engagement and churn reduction to positively contribute to revenue goals.

NETWORKING

Whether it's engaging with fellow marketers over a cocktail (or a few!) at our Cocktail Receptions, or picking the brains of some of the industry's brightest thought leaders during our Networking Breaks, DigiMarCon Singapore 2020 provides ample opportunities throughout our events to grow relationships, build a network and opportunities in your career.

Here is a breakdown of what you can expect to experience at DigiMarCon Singapore 2020:

Welcome Cocktail Reception

September 16: 5:00pm – 7:00pm, Cassia Junior Ballroom

The Welcome Cocktail Reception sets the tone for the conference. To crown off a fantastic day of learning and networking, kick back and relax in the Cassia Junior Ballroom. Share takeaways and stories with industry colleagues, speakers and the DigiMarCon team over a glass or two. The Welcome Cocktail Reception is the perfect place to mingle with your fellow digital marketing peers, industry thought-leaders and the DigiMarCon crew before the event revs into high gear on Thursday.

AM/PM Refreshment Breaks & Luncheons

September 16 – 17: TECHSPO & Dining Hall

Structured networking before and after general sessions and master classes, including AM/PM Refreshment Breaks and Luncheons. You're provided scheduled daytime opportunities to get to know the people you connect with via social networks—up close and personal. No need to skip presentations to network; we built these breaks into the schedule.

TECHSPO Singapore

September 16 – 17: TECHSPO Hall

Come checkout the TECHSPO Singapore Exhibits in the break areas with ample opportunity to mingle and network with other attendees. TECHSPO Singapore Exhibits showcase the next generation of technology & innovation; Contextual Tech, Augmented Reality, Virtual Reality, Internet of Things, Wearables, Mobile, Internet & Emerging Technology.

Farewell Cocktail Reception

September 17: 5:00pm – 7:00pm, Cassia Junior Ballroom & Garden Walk Deck

Before heading back to the office to implement all of the great new strategies and tactics you've learned, to top off a fantastic conference of learning and networking, kick back and relax at the Cassia Junior Ballroom & Garden Walk Deck for a Farewell Cocktail Reception. After an intense couple of days of learning and networking, what better way is there to wind down?

HIGHLIGHTS

Video: DigiMarCon Singapore Highlights

TESTIMONIALS

Video: DigiMarCon Singapore Testimonials

Find inspiration and fresh ideas

We're bringing some of the leading speakers from marketing and beyond to inspire you and help you infuse new ideas into your business.

Learn from the experts

DigiMarCon Singapore 2020 sessions are facilitated by some of the most innovative marketers from leading companies around the world. This is your opportunity to learn from their years of experience.

Conference held in the best place

We know spending time out of the office is a big deal, which is why we chose the best location for our event – a place that seamlessly mixes business with pleasure.

Great advice, incredible value-for-money

To hire a consultant to get the same insight you'd find at DigiMarCon Singapore 2020 would cost you tens of thousands of dollars; the conference fee is a snip in comparison.

World-class content governed by issues, not sponsors

Our sponsors don't control the flow of information and knowledge at conference sessions; the agenda is set by our independent editorial board and driven by continuous dialogue with the digital marketing community – people like you and your peers.

TOP 10 REASONS TO ATTEND

1 2 3 4 5 6 7 8 9 10

Unwind and relax

The Conference agenda allows for flexible free-time to relax and catch up with other conference delegates.

Enjoy evening entertainment

Once you've soaked in all you can from the keynotes and breakouts, the day will be far from over. Use the evenings to meet other marketers.

Put yourself ahead of the pack

Time invested at DigiMarCon Singapore 2020 will pay significant dividends to you as you gain valuable knowledge and skills to apply today. Our program focuses on emerging trends and solutions to give you the advantage. Put your business on the

Continual learning is the best way to advance your career

Do you want to lead change or be led by it? Staying on the cutting-edge means better opportunities for career advancement and personal fulfillment. But it also requires learning about new opportunities and challenges. DigiMarCon Singapore 2020 offers that all that and much more.

Network with other bright minds

Discuss the latest industry trends with speakers and digital marketing experts. Talk with your peers to learn how they get the most from their marketing programs. At DigiMarCon Singapore 2020, there are plenty of opportunities to make connections at impromptu meetings, brainstorming sessions, and social events.

PASSES

Virtual Pass

- **Live Stream:** All General Sessions and Master Classes
- **On Demand:** Online access to video presentations and slide decks

Please Note: Presentation videos, audio and slide decks will be available approximately two weeks following the event.

Main Conference Pass

Main Conference Pass is a 1-day pass that includes:

- **September 17, 2020:** TECHSPO Hall (Unlimited Access)
- **September 17, 2020:** All General Sessions
- **September 17, 2020:** Farewell Cocktail Reception

The Main Conference Pass does NOT include:

- **September 16, 2020:** TECHSPO Hall (Unlimited Access)
- **September 16, 2020:** All Master Classes
- **September 16, 2020:** Welcome Cocktail Reception
- **On Demand:** Online access to video presentations and slide decks

All Access Pass

All Access Pass is a 2-day pass that includes:

- **September 16, 2020:** TECHSPO Hall (Unlimited Access)
- **September 16, 2020:** All Master Classes
- **September 16, 2020:** Welcome Cocktail Reception
- **September 17, 2020:** TECHSPO Hall (Unlimited Access)
- **September 17, 2020:** All General Sessions
- **September 17, 2020:** Farewell Cocktail Reception
- **On Demand:** Online access to video presentations and slide decks

VIP Pass

VIP Pass is a 2-day pass that includes:

- **September 16, 2020:** VIP Priority Registration Check-in
- **September 16, 2020:** TECHSPO Hall (Unlimited Access)
- **September 16, 2020:** All Master Classes (VIP Reserved Seating)
- **September 16, 2020:** Welcome Cocktail Reception
- **September 17, 2020:** TECHSPO Hall (Unlimited Access)
- **September 17, 2020:** All General Sessions (VIP Reserved Seating)
- **September 17, 2020:** Farewell Cocktail Reception
- **On Demand:** Online access to video presentations and slide decks

PASS RATES

All rates in Singapore Dollars (SGD)

	VIRTUAL	MAIN CONFERENCE	ALL ACCESS (MOST POPULAR)	VIP
Super Early Bird Rate ***(Jan 1st to July 10th, 2020)***	**$197**	**$497**	**$897**	**$997**
Early Bird Rate *(July 11th, 2020 to Aug 7th, 2020)*	$247	$597	$997	$1,097
Standard Rate *(Aug 8th, 2020 to Sep 4th, 2020)*	$297	$697	$1,097	$1,197
Late Rate *(Sep 5th, 2020 to On-site)*	$347	$797	$1,197	$1,297

PASS BENEFITS

See what's included in the table below.

	VIRTUAL	MAIN CONFERENCE	ALL ACCESS (MOST POPULAR)	VIP
Conference Period		1 Day	2 Days	2 Days
All General Sessions		✓	✓	✓
All Master Classes			✓	✓
TECHSPO Hall (Unlimited Access)		✓ Thurs Only	✓ 2 Days	✓ 2 Days
Refreshment Breaks		✓ Thurs Only	✓ 2 Days	✓ 2 Days
Networking Luncheons		✓ Thurs Only	✓ 2 Days	✓ 2 Days
Welcome Cocktail Reception			✓	✓
Farewell Cocktail Reception		✓	✓	✓
DigiMarCon Conference Bag		✓	✓	✓
Access to Presentation Decks	✓		✓	✓
VIP Experience				✓
Live Stream	✓			
On Demand	✓		✓	✓
BONUS (for a limited time if you register this month)				
DigiMarCon On Demand Library - 12-month Access Subscription (valued at $500)			✓	✓

DISCOUNTS

GROUP RATES

Want to send several people from your team to DigiMarCon Singapore 2020? We offer group discounts. Register FOUR or more people from the same company simultaneously to receive $200 discount off the prevailing registration price for each member of your group.

Click here to learn more about Group Rates

ACADEMIC, GOVERNMENT, STARTUP & NON-PROFIT RATES

Because budgets are tight, we want to make sure all have a chance to attend. For government employees, students, academic, startups and non-profit organizations we're pleased to offer $200 off the prevailing registration price. These discounts apply to current full-time employees of academic institutions, federal, state or local government agencies, international government agencies, active military and non-profit organization employees only.

Click here to learn more about Discount Rates

STUDENT RATES

As a result of some generous contributions from the host, partners, technology companies and our sponsors, we are able to make a reduction in registration rates available to a limited number of students at DigiMarCon Singapore 2020.

Click here to learn more about Student Rates

> ***"DigiMarCon is great and always fun because you get to meet people that are like minded and have the same kind of passions as you and that's how our business is aligned with the conference itself."***
>
> **Kevin Jonas,** Social Influencer

> ***"I chose DigiMarCon because it seemed to be an all-encompassing conference that covered all the topics I wanted to learn more about from strategies, seo, web experience, usability and social media. Personally I wanted to get the highlights and best practices from all sorts of marketing spheres and it seemed the best one stop shop of gaining great knowledge in the industry."***
>
> **Simon Kelly,** CEO, Story Worldwide

> ***"DigiMarCon is at the top of my list for must attend conferences of 2020. The venue was perfect, the speakers were a mix of celebrities and best in class and the conference schedule was relevant and thought provoking. So if you look at the user experience over 2 days I have nothing but compliments and congratulations on a phenomenal conference."***
>
> **Brian Mac Mahon,** CEO, Expert Dojo

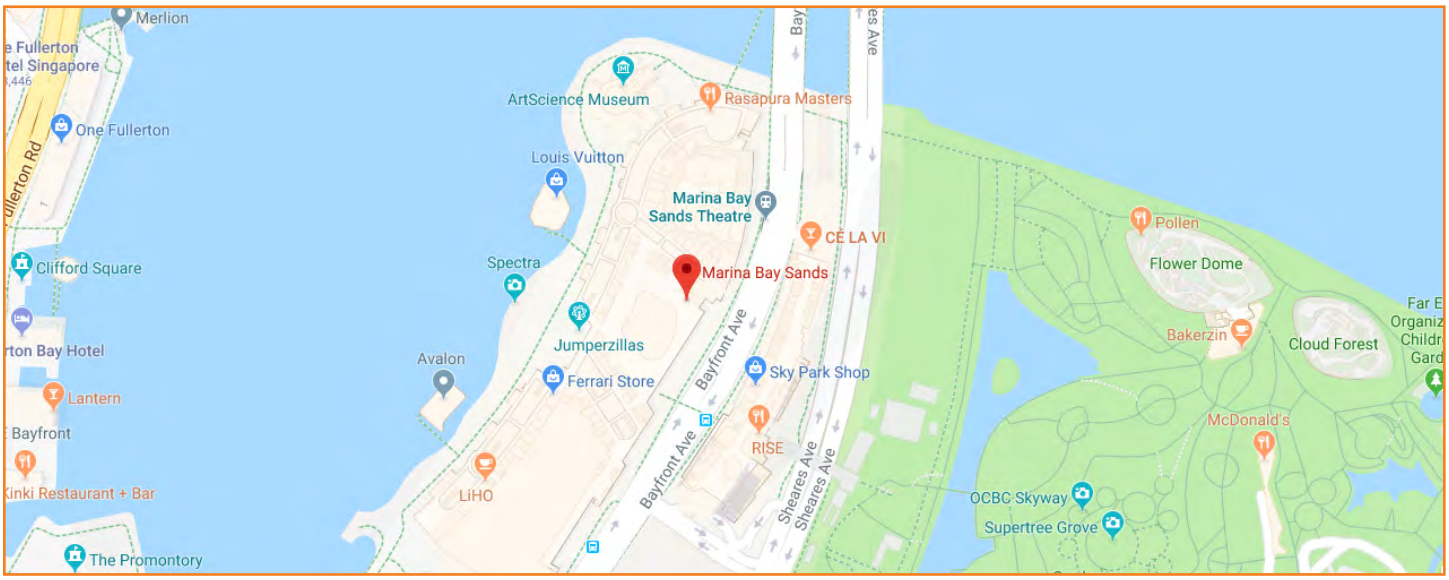
HOTEL

Take advantage of significantly discounted group block rates at the Marina Bay Sands Hotel, the venue for DigiMarCon Singapore 2020.

JMarina Bay Sands Hotel ★★★★★
10 Bayfront Ave, Singapore 18956
*Limited Availability

MARINA BAY Sands SINGAPORE

Hotel Info: https://digimarconsingapore.sg/marina-bay-sands-hotel/



ROOM	SINGLE RATE	DOUBLE RATE
Deluxe Room	$370	$370
Deluxe Room (with breakfast)	$413	$413

Booking Instructions

The guaranteed lowest standard room rates during the conference are $370 (SGD) per night. The applicable taxes and fees rate is 17% (10% Service Charge and 7% GST). The discount DigiMarCon Singapore 2020 attendee room rates are available for stays between September 15th and 17th, 2020 (3 nights). The group room rates will also apply three (3) days prior and three (3) days after the conference dates, based upon availability of rooms, at the time of the request.

Booking Instructions: To book a room at Marina Bay Sands Hotel call +65 6688 8889, ask for reservations, give group name 'DigiMarCon Singapore 2020' and arrival date and book.

THE DIGIMARCON DIFFERENCE

Business and marketing professionals have a lot of choice in events to attend. As the Premier Digital Marketing Conference & Exhibition Series worldwide see why DigiMarCon stands out above the rest in the marketing industry and why delegates keep returning year after year.

Global Event Series

DigiMarCon is the Largest Digital Marketing Conference & Exhibition series in the world, with annual events held in all continents (North America, Latin America, Europe, UK, Asia Pacific, Middle East and Africa) in 10 countries (United States, Canada, Mexico, Australia, United Kingdom, Netherlands, Singapore, India, United Arab Emirates and South Africa), across 15 cities (New York, Toronto, Houston, Baltimore, San Francisco, Los Angeles, Chicago, Sydney, London, Amsterdam, Singapore, New Delhi, Dubai, Johannesburg and Online). Wherever you are located there is a regional DigiMarCon event nearby you can attend.

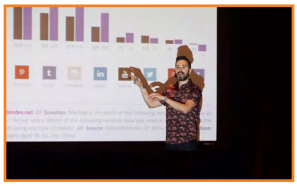
5-Star Luxury Event Venues

DigiMarCon Conferences are held in top luxury 5-star event venues across the world such as; Royal Caribbean Cruise Ships, Olympic Stadiums, Marina Bay Sands Expo & Convention Centre and JW Marriott, Marriott Marquis, Hyatt Regency, Hilton, InterContinental, Loews and Sofitel Hotel properties. Discount hotel room rates at each venue hotel means no hassle getting to and from the venue each day.

Extensive & Memorable Networking Experiences

Building relationships matter! At DigiMarCon Conferences we have more networking breaks on our program than others. On average there are 8 Networking breaks at each event giving delegates ample opportunities in a relaxed atmosphere to meet others over the 2-days at the event; from 1-hour round table networking luncheons to 3-hour dinner receptions. These networking breaks are set in picturesque locations to facilitate memorable experiences while fostering new relationships.

Industry Thought Leaders from Leading Brands



DigiMarCon Keynotes, Panels and Master Classes are facilitated by the foremost thought leaders in the industry, from celebrity social media influencers to CMO's from the largest Fortune 500 company brands that are disrupting the digital marketing industry, such as Google, Facebook, Microsoft, Amazon, Oracle, Adobe, eBay, Netflix and more. All presentations are pitch-free, and include actionable takeaways, case studies, strategies and tactics, ready to be applied when back in the office.

Premium Comfortable Meeting Spaces

At DigiMarCon Conferences you are never 'left in the dark'…. literally, in a large room far away from the stage and speakers, crushed in tight theater seating, without even a desk, while sitting in the dark. At DigiMarCon all delegates have premium meeting space in luxurious ballroom well-lit spaces, with comfortable seating with desk enabling delegates to use their laptop to take notes with ample charging facilities onsite in a comfortable space to learn and thrive. All tables are situated close with direct view of the stage.

Collaborative Learning & Audience Participation

Attend DigiMarCon and you become part of the show! DigiMarCon Conferences tap into the talent of the room, drawing from the knowledge and experience of the professionals in the audience. All DigiMarCon events include regular interactive question and answer sessions with speakers and the audience ideal for collaboration, audience polls, along with ice-breaker and group exercises, steered by charismatic Emcees.

Value for Money & Generous Discounts

DigiMarCon Conferences are affordable to attend, from single-day event passes up to two-day VIP options at a fraction of the cost of other industry events. We offer significant discounts for early bird registrations. Additionally, on top of time-limited discount pass rates, because budgets are tight, we want to make sure all groups have a chance to attend DigiMarCon. For government employees, students, academic, startups, non-profit organizations and teams, we offer generous discounts off the prevailing registration price.

Meet the Speakers in Person

DigiMarCon Conferences put you right up and close with the speakers giving you the opportunity to meet these social media influencers which you follow in person. Speakers are never hidden in private speaker rooms away from the audience, they are in the auditorium sitting right beside you and participating.

Exceptional Customer Service

Attending a conference is a well-researched decision. There are many factors to consider such as location, time, venue, cost, speakers, content, etc. At DigiMarCon our results-obsessed Customer Service team are at your service before, during and after the event to help with your needs. It's at the core of what we do — it drives our business. Offsite, we are ready to assist you via phone, ticket or chat. Onsite at our Conferences, friendly DigiMarCon staff serve as your hosts. They welcome your input and are happy to assist you.

On Demand Library Access

DigiMarCon All Access & VIP Passes include a 12-month on demand access to hundreds of hours of DigiMarCon speaker keynotes, panels and master class presentations from recent DigiMarCon Conferences, including videos, slide decks and key takeaways, available on demand so you can watch what you want, when you want.

The Largest Digital Marketing Community

Attendees of DigiMarCon Conferences gain membership to an exclusive global Digital Marketing Community of over 500,000 worldwide subscribers to our award-winning digital marketing blog and over 80,000 members to our International Association of Digital Marketing Professionals (IADMP) Group in LinkedIn (visit **https://www.linkedin.com/groups/2661359/**). This global community comprises of innovators, senior marketers and branders, entrepreneurs, digital executives and professionals, web & mobile strategists, designers and web project managers, business leaders, business developers, agency executives and their teams and anyone else who operates in the digital community who leverage digital, mobile, and social media marketing. We provide updates to the latest whitepapers and industry reports to keep you updated on trends, innovation and best practice digital marketing.

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SINGAPORE 2020

GET READY TO BE

Inspired
Get inspired by the headlining speakers at DigiMarCon Singapore 2020. These remarkable individuals will motivate, engage, enlighten, and spur you on to greater productivity.

Challenged
Listen to bold and powerful addresses from a diverse group of exciting and influential people. These riveting presentations will educate, challenge, and impress you in less than 20 minutes.

Transformed
Explore big ideas presented directly from the innovators and thought leaders of the changing business world. These thought-provoking presentations are designed to help you transform your organization, your business, and yourself.

LEARN FROM THE EXPERTS

Digital Marketing Experts
Led by digital marketing and sales professionals, these sessions will teach you the principles and skills of digital marketing - from basic to advanced - to improve and transform your business using the latest field-proven techniques.

Digital Marketing Stories
Digital Marketing Stories: Hear success stories from businesses who have successfully implemented digital marketing techniques and solutions. These case studies will profile a number of companies and industries who've leveraged digital marketing to drive remarkable success in their industries.

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Marriott MARQUIS NEW YORK

TECHSPO NEW YORK 2020

DigiMarCon East 2020

- May 7 – 8, 2020
- New York City, NY, United States
- New York Marriott Marquis
- https://digimarconeast.com

DIGIMARCON DIGITAL MARKETING CONFERENCE CANADA 2020

Marriott TORONTO DOWNTOWN EATON CENTRE

TECHSPO TORONTO 2020

DigiMarCon Canada 2020

- May 13 – 14, 2020
- Toronto, Ontario, Canada
- Toronto Marriott Downtown Eaton Centre Hotel
- https://digimarconcanada.ca

DIGIMARCON DIGITAL MARKETING CONFERENCE SOUTH 2020

JW MARRIOTT HOUSTON

TECHSPO HOUSTON 2020

DigiMarCon South 2020

- May 20 – 21, 2020
- Houston, Texas, United States
- JW Marriott Houston
- https://digimarconsouth.com

DIGIMARCON DIGITAL MARKETING CONFERENCE CRUISE 2020

RoyalCaribbean INTERNATIONAL

TECHSPO AT SEA 2020

DigiMarCon Cruise 2020

- May 23 – 28, 2020
- Baltimore, Maryland, United States
- Royal Caribbean 'Grandeur of the Seas' Cruise Ship
- https://digimarconcruise.com

DIGIMARCON DIGITAL MARKETING CONFERENCE SILICON VALLEY 2020

MARRIOTT SAN FRANCISCO AIRPORT WATERFRONT

TECHSPO SILICON VALLEY 2020

DigiMarCon Silicon Valley 2020

- June 3 - 4, 2020
- San Francisco, California, United States
- San Francisco Airport Marriott Waterfront
- https://digimarconsiliconvalley.com

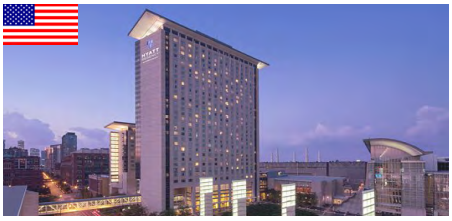
DIGIMARCON DIGITAL MARKETING CONFERENCE WEST 2020

LOEWS SANTA MONICA BEACH HOTEL

TECHSPO LOS ANGELES 2020

DigiMarCon West 2020

- June 10 – 11, 2020
- Los Angeles, California, United States
- Loews Santa Monica Beach Hotel
- https://digimarconwest.com



DIGIMARCON DIGITAL MARKETING CONFERENCE MIDWEST 2020

HYATT REGENCY McCORMICK PLACE

TECHSPO CHICAGO 2020

DigiMarCon Midwest 2020

- June 17 – 18, 2020
- Chicago, Illinois, United States
- Hyatt Regency McCormick Place
- https://digimarconmidwest.com

DIGIMARCON DIGITAL MARKETING CONFERENCE AUSTRALIA 2020

ANZ STADIUM AUSTRALIA'S HOME GROUND

TECHSPO SYDNEY 2020

DigiMarCon Australia & NZ 2020

- June 24 - 25, 2020
- Sydney, Australia
- ANZ Stadium
- https://digimarconaustralia.com

DIGIMARCON DIGITAL MARKETING CONFERENCE UK 2020

SOFITEL LUXURY HOTELS

TECHSPO LONDON 2020

DigiMarCon UK & Ireland 2020

- September 3 – 4, 2020
- London, United Kingdom
- Sofitel London Heathrow Hotel
- https://digimarconuk.co.uk

DIGIMARCON DIGITAL MARKETING CONFERENCE EUROPE 2020

Hilton AMSTERDAM

TECHSPO AMSTERDAM 2020

DigiMarCon Europe 2020

- September 10 – 11, 2020
- Amsterdam, The Netherlands
- Hilton Amsterdam Hotel
- https://digimarconeurope.com

DIGIMARCON DIGITAL MARKETING CONFERENCE APAC 2020

MARINA BAY Sands SINGAPORE

TECHSPO SINGAPORE 2020

DigiMarCon Asia Pacific 2020

- September 16 – 17, 2020
- Singapore
- Marina Bay Sands Expo and Convention Centre
- https://digimarconapac.com

DIGIMARCON DIGITAL MARKETING CONFERENCE INDIA 2020

HYATT REGENCY GURGAON

TECHSPO DELHI NCR 2020

DigiMarCon India 2020

- October 7 - 8, 2020
- New Delhi, India
- Hyatt Regency Gurgaon
- https://digimarconindia.in

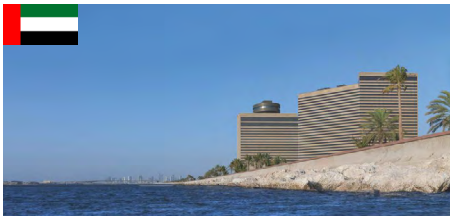
DIGIMARCON DIGITAL MARKETING CONFERENCE AFRICA 2020

HYATT REGENCY JOHANNESBURG

TECHSPO JOHANNESBURG 2020

DigiMarCon Africa 2020

- October 14 - 15, 2020
- Johannesburg, South Africa
- Hyatt Regency Johannesburg
- https://digimarconafrica.com



DIGIMARCON DIGITAL MARKETING CONFERENCE MIDDLE EAST 2020

HYATT REGENCY DUBAI

TECHSPO DUBAI 2020

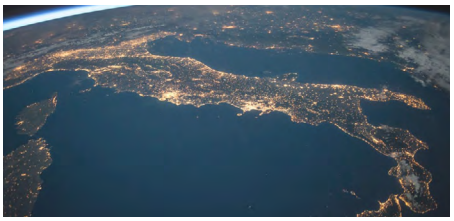
DigiMarCon Middle East 2020

- October 20 – 21, 2020
- Dubai, United Arab Emirates
- Hyatt Regency Dubai
- https://digimarconmiddleeast.com

DIGIMARCON DIGITAL MARKETING CONFERENCE LATIN AMERICA 2020

DigiMarCon Latin America 2020

- November 17 – 19, 2020
- Online (Live & On Demand)
- https://digimarconlatam.com



DIGIMARCON DIGITAL MARKETING CONFERENCE WORLD 2020

DigiMarCon World 2020

- November 17 – 19, 2020
- Online (Live & On Demand)
- https://digimarconworld.com

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“DigiMarCon is very informative and it’s a great fun. The speakers are wonderful, they showed the data and how we can improve, that’s the best thing we got out of the DigiMarCon Conference. It’s an event where you can learn to help improve your techniques to be effective and be able to have conversations with your customers. It is a win-win situation in every way!”

Irene Becerra, Marketing Communications Manager,
Toshiba International Corporation

Don’t lose out on the opportunity to learn from the experts. Remaining seats are limited. Register today!

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