



APRC Conference Program 18 November 2021

Meeting: Asia Pacific Research Conference **Time:** Start time 10.00am - 12.30pm (Thailand Time)
Date: Thursday 18 November 2021 **Platform:** Zoom Webinar

Agenda item & Speaker	Time (THAILAND TIME)
<p>Welcome & overview Andy Zhao APRC President, CMRA President Grant Bertoli TMRS President, Conference Host</p>	  10.00 - 10.05
<p>Creating Campaigns in Covid Times Nirmal Nair Vice President Marketing, ASEAN Nissan Motor Asia Pacific Co Ltd</p>	 10.05 - 10.30
<p>Creating Magic During the Pandemic Eddie Chien Director, Consumer Insight, Measurement and Analytics Shanghai Disney</p>	 10.30 - 11.00
<p>Collaboration (vs.) Competition, The Real Powerful Win Dangjaithawin (Orm) Anantachai, PhD. Managing Director & Chief Operating Officer Intage Thailand</p>	 10.30 - 11.30
<p>Panel Discussion Panel Moderator: Mr. David McCaughan TMRS Board Insights learned in Covid Times for 2022 Neil Gains Lecturer, Thammasat University School of Global Studies & Founder, TapestryWorks Amanda Handcock Creative Agency Partner Facebook Thailand Nontavat Khaekom (Nott) Co-Founder, Wiselight (Thailand) Co., Ltd. Siwat Summashpivitsavakul Head of Strategy, Strategy Office, Line Thailand</p>	     11.30 - 12.00
<p>Real Magic: the insights behind creating a global campaign in Covid Times Noon Pratik Thakar Head of Global Creative Strategy and Content Coca-Cola, The Coca-Cola Company</p>	 12.00 - 12.25
<p>Closing comments Grant Bertoli TMRS President</p>	 12.25 - 12.30