

"WOO, WOW and WIN!"

2018 RX ASIA PACIFIC REGIONAL SALES AND MARKETING ACADEMY

Shangri-La's Rasa Sentosa Resort, Singapore.

Sun 15 July 2018 - Welcome Cocktails (Casual / Beachwear / Swimsuit)
Time: 7:00 p.m. to 10:30 p.m. Venue: Shangri-La's Rasa Sentosa - Chill on 5

Day 1 Mon 16 July 2018

7:00 AM to 8:30 AM	Networking Breakfast				
8:30 AM to 9:00 AM	Plenary 1.1 - Welcome Address (Paul Beh)				
9:00 AM to 9:30 AM	Plenary 1.2 - Welcome Address and the Importance of Impressing and Exciting Your Customers. (Chet Burchett)				
9:30 AM to 10:15 AM	Plenary 1.3 - NPS, Your "WOW Meter" for Customer Experience and How to Systematically Improve It (Brian Thomas)				
10:15 AM to 10:30 AM	Coffee Break				
10:30 AM to 11:30 AM	Plenary 1.4 - Matchmaking Update (Ted Rawson & Adam Woods)				
11:30 AM to 12:15 PM	Plenary 1.5 - Sales Excellence - Personal Development Series 1 : Positive Habits of Highly Successful Sales Professionals (Adam Cartledge)				
12:15 PM to 12:30 PM	Group Photo Session				
12:30 PM to 2:00 PM	Networking Lunch (Functional and/or portfolio group seating)				
	Workshop Topics / Sessions	Workshop A Improving NPS (Brian Thomas & Robby Clark)	Workshop B Matchmaking Case Studies (Adam Woods & Chua Yee Ling)	Workshop C Sales Excellence - Positive Habits of Highly Successful Sales Professionals (Adam Cartledge)	Workshop D Pricing Analytics - How to Uncover Revenue Opportunities from Your Data (JC Yip)
2:00 PM to 2:55 PM	Workshop 1.1	Badge name starts with: A-D	Badge name starts with: E-J	Badge name starts with: K-P	Badge name starts with: Q-Z
3:00 PM to 3:55 PM	Workshop 1.2	Badge name starts with: E-J	Badge name starts with: K-P	Badge name starts with: Q-Z	Badge name starts with: A-D
4:00 PM to 4:15 PM	Coffee Break				
4:20 PM to 5:15 PM	Workshop 1.3	Badge name starts with: K-P	Badge name starts with: Q-Z	Badge name starts with: A-D	Badge name starts with: E-J
5:20 PM to 6:15 PM	Workshop 1.4	Badge name starts with: Q-Z	Badge name starts with: A-D	Badge name starts with: E-J	Badge name starts with: K-P
6:45 PM to 10:30 PM	Networking Dinner The theme for this dinner is "White". There is a strict dress code - casual or beachwear and must be in all white. White signifies an open mind, ready to absorb knowledge and take in new ideas.				

Day 2 Tue 17 July 2018

7:00 AM to 8:30 AM	Networking Breakfast				
8:30 AM to 9:30 AM	Plenary 2.1 - Re-inventing and Turning Around Declining Events - The European Experience. (Kumsal Bayazit)				
9:30 AM to 10:30 AM	Plenary 2.2 - Atlas Update (Ted Rawson)				
10:30 AM to 10:45 AM	Coffee Break				
10:45 AM to 11:30 AM	Plenary 2.3 - Digital Innovation (Ade Allenby)				
11:30 AM to 12:15 PM	Plenary 2.4 - Sales Excellence - Personal Development Series 2 : Activity Planning and Pipeline Management to WIN in Sales. (Shane Stoeckel & Adam Cartledge)				
12:30 PM to 1:45 PM	Networking Lunch (Functional and/or portfolio group seating)				
	Workshop Topics / Sessions	Workshop E Digital Innovation Case Studies (Ade Allenby)	Workshop F Digital Marketing - How to Stretch Your Marketing Dollar (Barry Chua & Lita Qiu)	Workshop G Sales Excellence - Activity Planning and Pipeline Management to WIN in Sales. (Shane Stoeckel & Adam Cartledge)	
1:45 PM to 2:40 PM	Workshop 2.1	Badge name starts with: A-H	Badge name starts with: I-M	Badge name starts with: N-Z	
2:45 PM to 3:40 PM	Workshop 2.2	Badge name starts with: I-M	Badge name starts with: N-Z	Badge name starts with: A-H	
3:45 PM to 4:40 PM	Workshop 2.3	Badge name starts with: N-Z	Badge name starts with: A-H	Badge name starts with: I-M	
4:45 PM to 5:00 PM	Coffee Break				
5:00 PM to 6:15 PM	Marketing Fair (Theme: Creative Solutions to "WOO" Customers Leading to Outstanding Event KPIs.)				
6:45 PM to 10:30 PM	Networking Dinner & Marketing Fair WOO Awards				

Day 3 Wed 18 July 2018

7:00 AM to 8:30 AM	Networking Breakfast				
8:30 AM to 9:30 AM	Plenary 3.1 - Sales Excellence - Personal Development Series 3: The Significance of Motivation, Resilience and Teamwork in Sales Success. (Duangdej Yuaikwarmdee)				
9:30 AM to 10:30 AM	Plenary 3.2 - Innovation Showcase (Theme: Unbelievable Emotional Experience to "WOW" Customers Leading to an Exceptional Net Promoter Score.)				
10:30 AM to 10:45 AM	Coffee Break				
10:45 AM to 11:15 AM	Plenary 3.3 - RX Talk with Chet hosted by Debbie Evans				
11:15 AM to 11:30 AM	Innovation Showcase WOW Awards				
11:30 AM to 12:30 PM	Plenary 3.4 - Post RSMA Action Items Sharing - Michael Cheng (China), Debbie Evans (SEAA), Yeh Chien Ee (Korea)				
12:30 PM to 1:00 PM	Plenary 3.5 - Closing (Paul Beh, Yeh Chien Ee, Michael Cheng, Debbie Evans)				
1:00 PM to 2:00 PM	Networking Lunch and Depart				